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FOR THE
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INDUSTRY
February 1986

CANADIAN

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MAGAZINE

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English Mark Darts 4500 Econo is ARACHNID's exciting new electronic dart game, with many new features and a new low price; but with the same high quality English Mark Darts has been known for over the years.

The 4500 Econo uses durable Lexan top and bottom panels for years of like-new appearance. A new touchswitch front panel eliminates all mechanical buttons from the front of the game. Maintenance has been simplified on the 4500, with easy removal of the Mother Board, fast bulb changes from the back, and fewer electrical components. An Attract mode has been added, and also a new three-shot practice limit to discourage free play.

The new English Mark Darts 4500 Econo, like the 5000 Elite, still uses the famous Arachnid Patented Scoring System, and the traditional yellow, black and rainbow colors that many players recognize as the standard for electronic darts. The 4500 Econo still has the four most popular games, with 25¢ and 50¢ plays. And it still has Arachnid's ten years of experience and quality built into every game, with a one-year warranty to back it up.

Shoot for higher profits and you'll score with the new English Mark Darts 4500 Econo.



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MARK DARTS™

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elite

English Mark Darts 5000 Elite is the premier game in ARACHNID's electronic darts line. Ten years of research and development stand behind this technically superior board.

The English Mark Darts 5000 Elite has a newly re-designed power supply that extends the life of electrical components and new 50,000-hour bulbs keep the game well-lit. The 5000 Elite also has a self-test mode to further simplify maintenance.

The target board uses sealed segments to prevent foreign material from entering the dart head, and all English Mark Dart boards use international target colors of red, yellow and black. Target area numerals are all back-lit for player attraction.

Players also appreciate the route-tested, easy-to-read layout of Accurate Scoring System, and the dependable Arachnid Patented the LED scoring panel, that makes every dart count.

Eight games to choose from, gives the players a wide variety, with both 25¢ and 50¢ plays. The front panel is made of extra-durable Lexan for long life wear, using yellow, black and rainbow colors that have become the standard for electronic darts. The fluorescent top light fully illuminates the target area while in use, but turns off at the end of the game to discourage free play.

English Mark Darts 5000 Elite also carries a one-year warranty guaranteeing the craftsmanship of your game. If you are looking for a new high-profit, low-maintenance game with wide player appeal, look no further than the English Mark Darts 5000 Elite.



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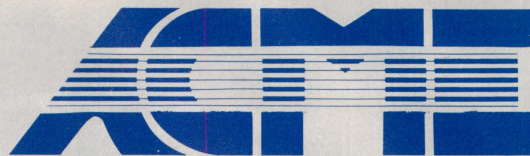
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ASI

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**AMERICAN COIN MACHINE EXPOSITION**

ACME '86 Educational Seminars Respond To Unique Needs Of Today's Operator

Manufacturer's Firing Line Seminar

One of the highlights of this year's program is the "**Manufacturers Firing Line**", an open forum featuring a panel of manufacturers with a leading operator moderating this information question and answer session. This special session will be offered free of charge to all **ACME '86** attendees.

The topics and speakers selected for the **ACME '86 Educational Sessions** clearly reflect the needs of the operator in today's marketplace. Each speaker was carefully selected predicated upon their expertise in relation to the session they were conducting. According to **Valerie Cognevich**, Program Coordinator for the ACME Educational Sessions, "we feel that we have offered the operator's a broad range of topics which include financial, management, technical and legislative issues that can't be found at any

other trade event in the industry today. Operators are encouraged to seize this valuable opportunity to learn more effective means of running their business operations to increase their profit share in today's competitive marketplace."

Special seminar fees are offered to **ACME '86** attendees who register for the seminars prior to February 7, 1986. Advance seminar registration is \$20.00 per person, per session or attend any three sessions for \$50.00. On-site seminar registration will be at a cost of \$25.00 per person, per session.

For more information on the ACME Educational Sessions, contact William T. Glasgow, Sr., Show Manager, at 312/333-9292.

Educational Sessions 1986 American Coin Machine Exposition

**Friday, March 7, 1986
9:30 AM - 11:00 AM**

• The Private Pay Phone Market: Is It A Sound Investment?

Since deregulation began allowing private pay phone companies to enter a market once dominated by Bell, the market has looked irresistible to many operators. However, it may not be as lucrative as it looks. In this seminar, Marty Segal, a private pay phone operator in Illinois; Bill Ohland, a phone manufacturer; and Marc Ostrofsky, publisher of Private Pay Phone News, explore the private pay phone market, answering vital questions, operators should be asking.

• Standardization

Operators often wonder why the various manufacturers can't standardize certain parts of their equipment such as on/off switches, locks and volume controls. Todd Erickson, Summit Amusement, will moderate a seminar featuring a panel of manufacturers to discuss this important issue.

• Technical: Power Supplies

The power supply is the heart of any game and a good working knowledge of power supplies is essential. In this session Randy Fromm, former president of San Diego Arcade School, will cover the construction, operation, typical failures, and troubleshooting of this important part of any game.

3:00 PM - 4:30 PM

• Tax And Accounting For The Operator

In this session, Jeff Rosenthal, an operator and a professional tax accountant, discusses operators' special tax requirements and tips for how to keep on top of your taxes all year and accounting procedures tailored to operators.

• Technical: The Digital Multimeter

Successful electronic game repair does not always require costly test equipment. The digital multimeter is an inexpensive portable unit that can be used to diagnose many common electronic failures in coin op games. This session is geared for those who plan on repairing games but have little previous experience.



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Friday, March 7, 1986, Continued.

5:00 PM - 6:00 PM

- **Developing A Business Plan/Buying Strategies**

In the face of tough competition and an unpredictable economy, proper planning can be your strongest business ally. In this session, Rich Babich of Babich and Associates and president of Colorado Game Exchange, will analyze buying decisions, financing choices and growth projections. You will learn how to project where your business is now and where it's heading.

- **Computerizing Your Business**

Most executives have pondered about whether to install a computer in their business but don't know where to begin or how to decide. Jeff Rosenthal, an operator and professional tax accountant, will discuss what to consider before making the computer decision for your business and help you avoid many common mistakes when adding a computer to your business.

- **Vending: Is It A Viable Extension Of Your Route?**

Vending seems to be natural extension of an existing route. However, if you have considered adding some type of vending, cigarette, bulk, or food, there are vital considerations. This seminar will help you understand vending so you can evaluate its place in your business plan.

- **Technical: Troubleshooting Pinball Machines**

With pinball making a comeback in the coin-op industry, many technicians versed on video repair are finding it difficult to jump into pinball repair. This session will cover all aspects of pinball repair and maintenance and common failures.

Saturday, March 8, 1986

9:30 AM - 11:00 AM

- **Manufacturers Firing Line: A Special Free Session**

The concept of manufacturers facing a firing line of operators has proven to be a highly effective and productive concept in the past. We have expanded on this idea and have appointed an operator as the panel moderator. Operators, don't miss this opportunity to say what's on your mind. We will offer the option of writing your questions to be read by the moderator or enabling you to address a particular person face to face from the floor.

3:00 PM - 4:30 PM

- **Retirement And Estate Planning**

Though retiring may be the last thing on your mind, the fact is that now is the time to decide what you want to do with your company when you retire. If you already know it will be passed on to family, there may be loopholes that could cause serious problems in the future. Jeff Rosenthal, an operator and tax consultant, will discuss this topic at length.

- **Non-Traditional Markets And Corporate Accounts**

The coin-op business has changed so much that operators can secure locations never before possible but a more professional posture is required. Sharon Harris of Stan Harris & Company will tell operators what to do when making a proposal to non-traditional markets such as truck stops, movie theaters, supermarkets, airports, etc. She will outline what to do once you have the location.

- **Revitalizing Equipment**

Todd Erickson, Summit Amusements, says that some games were too good to have had such poor collections, and settings may be the key. He will explain the importance of knowing how to set your machines for maximum play. A factory setting may do well in certain areas, and be a disaster in others. Todd will help operators learn when to make changes and what trends to look for in equipment earnings and play time.

- **Technical:**

- **Making The Most Of Your Conversions**

Almost all operators are converting games. However, if the conversion doesn't look and play like a brand new game or if it takes you too long to make the conversion, Dennis Sable of Romstar may help you understand why. He will guide operators through a conversion, explain what to look for before starting, discuss individual games and why they are good/poor for converting. This seminar is a must for anyone interested in conversion kits.

Sunday, March 9, 1986

9:30 AM - 11:00 AM

- **The Private Pay Phone Market: Is It A Sound Investment? (Repeat)**

Since deregulation began allowing private pay phone companies to enter a market once dominated by Bell, the market has looked irresistible to many operators. However, it may not be as lucrative as it looks. In this seminar, Marty Segal, a private pay phone operator in Illinois; Bill Ohland, a phone manufacturer; and Marc Ostrofsky, publisher of Private Pay Phone News, explore the private pay phone market, answering vital questions, operators should be asking.

- **Standardization (Repeat)**

Operators often wonder why the various manufacturers can't standardize certain parts of their equipment such as on/off switches, locks and volume controls. Todd Erickson, Summit Amusement, will moderate a seminar featuring a panel of manufacturers to discuss this important issue.

- **RICO And Its Affect On Operators**

The Racketeer Influenced and Corrupt Organization (RICO) Act is explained in layman's terms. The law's revisions have an important impact on operators and this session will help operators understand its significance.

- **Leagues: A Most For Darts And Pool**

The new electronic dart games are sweeping the country but operators who run them advise others not to bother if they don't plan on offering a league program. Most manufacturers are offering tournament kits.

Sphinx the quiz master-presents
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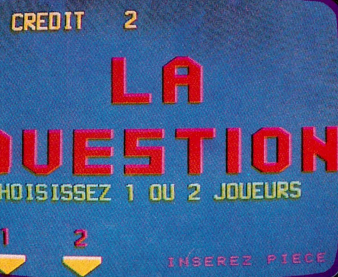
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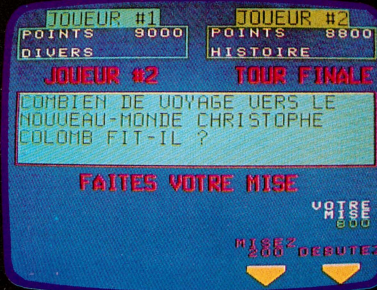
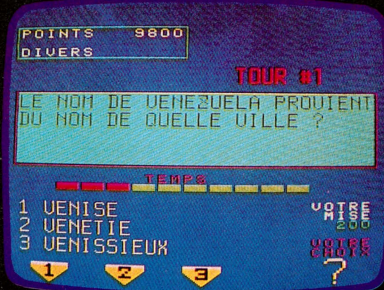
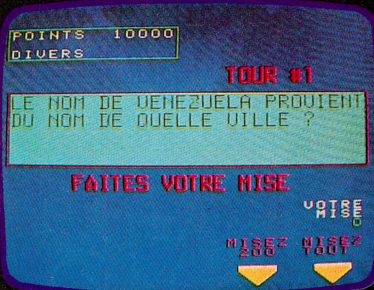


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Important Industry Changes In Europe & America

... **British Distributors Assembling Complete Games**

... **Americans Fear Japanese Control Of U.S. Video Manufacturing**

Easily available new games boards from Japan have brought about a new slant in games production in Great Britain. . . . It is the assembly of new games by erstwhile distributing companies. . . . And, it has come about in an unusual way.

What brought it on is this: PCB boards have been made available in Japan at a very early stage of a brand new video game's life. Japanese makers, as do manufacturers elsewhere, tend to cater to their domestic markets first. This is an easy, at-hand-market, a large one, and it also serves the important purpose of proving the appeal to players and commercial value of new products.

Often, in the case of new games. . . their takings fall off quite rapidly and Japanese operators alike to others, convert their games to others. . . . When this happens, "used boards" appear. And, if there's a market for boards from abroad — well boards in machines "fail" and are replaced with readily obtainable others from manufacturers, aren't they?

Then also, sea travel time for complete new games imported from Japan to Britain or Western Europe are six weeks to two months from the placing of orders. Air freight for articles of such bulk and weight as complete video games is prohibitively expensive except for exhibitions or other special purpose of one or two examples.

On the other hand "the games" (their guts), the programmed P.C.B. boards or chips can be in the west from Japan in a couple of days. Because they are compact and light in weight, they can be air shipped to the West in large numbers quite cheaply.

Thus the "guts" of a video game can be got to Western Europe in two days, complete games in say, closer to two months.

This is what Japanese games' distributors in Great Britain have found out the hard way. By the time their orders of whole games from Japan arrive in England, conversions of the same game had been on locations for weeks and the market for full games had been ruined. Not only were games being converted by operators there but firms sprang up who assembled these latest of games and offered them as complete items long before distributors could offer the factory game. There was no question of copying or piracy,

or any illegitimacy about this. . . . It was merely the case of recognizing the facts of commercial life and transportation times. . . . That was not to say there weren't some copies involved.

Outraged British distributors accused Japanese games makers of doing business in PCB's "out of their back doors" but this was not necessarily a fact and a great deal of animosity was directed towards the Japanese industry by British equipment sellers. On this side of the Atlantic, American licensees and their agents have also directed their wrath against the Japanese, and Canadians in the bargain, who, are accused of being middlemen.

Unlike the U.S. which has been, and is, a major "manufacturer" of video games the U.K. and Europe import the great majority of theirs. In fact, American games manufacturers "make" a lot of their games in Ireland or the continent for sale in Europe. Many of the components are brought in, some purchased locally and assembled and then sold to overseas distributors bearing names such as **Atari, Bally** and others.

Pingames are made in Europe by a number of manufacturers such as **Zaccaria of Italy**. Of course, Britain, Spain, Germany, France and other European nations turn out a vast number of slots, bingos and A.W.P.s and S.W.P.s as well as other gambling videos. . . . And of course, so do the Americans. However, that part of the world has not been heavily into the making of video games. . . . But, an interesting development is now taking place and it might just be applicable in Canada.

In order to compete with videos of Japanese origin "piping them to the post" a number of British distributing companies are apparently going into a form of manufacturing. What they are doing is bringing the boards for new games into their own country by air from Japan. . . . They are then either using specialist firms in the U.K., or themselves buying their product and putting them together into complete games which they sell to their customers. They are themselves becoming converters of a sort, though they often use brand new cabinets, monitors and other components to put together complete new games.

There have recently sprung up in Great Britain some half dozen "universal cabinet" makers and their entrance into

Continued on page 60

***One world isn't enough
to hold all the excitement
of VS. Super Mario Bros.TM***



Nintendo®

Despite Positive Recommendation To Proceed — . . . Still No Federal Government Decision To Produce A New \$1.00 Canadian Coin



**New Proposed
Canadian \$1.00 Coin**

The possibility of a new "compact" one dollar Canadian coin has occupied the attention of the Federal Government for many, many years. For well over a decade, it has been discussed and studied by politicians, lobbyists and the mints. There have been pleas and recommendations towards such a coin but as yet it has not appeared except in prototype forms.

The Americans had a go with one of their own several years back but they boomed it, and it was largely rejected by their public so that some three quarters of a billion of them are sitting in U.S. government storage facilities.

European nations have done much better in bringing out new higher value coins. The Swiss have had one worth some \$7.00 in circulation and, for nearly two years, the British have been using a one pound (\$2.00) coin and although it met a lot of opposition . . . it has been successful.

British Have A \$2 Coin, Swiss A \$7 Coin

We have often said that here, though a new circulating \$1.00 compact coin will be of considerable value and use to coin machine operators, it will still fall far short of what vendors and others really need. Inflation and reduced purchasing power have put many vendible items into the multi dollar cost brackets. Other countries too have this problem and recognize it.

We have taken the line for some twenty years that \$2.00 — \$2.50 — \$5.00 — \$10.00 coins should have been considered for production to cope with inflation.

The British have, it seems, now recognized this and have in fact produced two pound (\$4.00) and five pound (\$10.00) coins which though considered mainly as collectors' pieces, are legal tender. . . As such, they can be used to make purchases. And, if wished or needed, there is no doubt that these coins could be put into general circulation.

BACTA, the Trade Association of the British coin-machine industry has, alike to the **C.A.M.A.** in this country, a coinage committee which consults with the Royal Mint in respect of coinage changes and developments. There are other organizations there as here with vested interests in coinage and money in general. For any future British coins **BACTA** has set forth its ideas of what characteristics they should have.

- * Diameters should lie between 18 mm and 30 mm with minimum differences in diameter between different coins of 1.5 mm.
- * Coin thickness should be between 1.2 mm to 3.1 mm and coins should if at all possible be round.
- * They should not have things such as flat faces which would impede their rolling down a channel.
- * Note should be taken of electrical properties of any alloy to be considered.
- * Large diameter coins which could easily be altered into smaller higher value ones should be avoided.
- * Coins should be heavy enough to operate sensitive electrical switches and their diameter should be chosen so that it could not easily be enlarged by metal bands or rubber bands to imitate larger, more valuable coins.
- * Coin size should be such that in machines — foreign coins and tokens of similar size would not work.

British coins have traditionally been identifiable by weight as well as size, a 2 penny coin being twice as heavy as a 1-penny one, a 10 penny coin being twice as heavy as a 5 penny one and so on. However, as values of coins went up as they replaced bills, weights became prohibitive and so newer coins do not follow that hitherto desirable practise. Another factor in introducing new coins is that coinage becomes extremely inconvenient to carry if larger numbers of coins come into circulation.

The British have already "converted" two bills, the 10-shilling and pound notes to coins and these new coins have sent up the "poundage" of money people normally carry. This is something which was particularly evident to

Continued on page 60

Tommy Farrell, Owner Of Toronto's Atlas Coin Machines Has Been Operating For Forty-One Years



... With Over 500 Machines
Business Is Good
But Competition Tough Today!



Just some seven years ago, in the spring of 1979 we published an article on Southern Ontario veteran operator, **Tommy Farrell and his Atlas Coin Machines** of Toronto. Now, all these years later we've had a talk with an even more veteran Mr. Farrell to get his views on operating Music, Games and Amusements these days.

At seventy-one he is the oldest active, large operator in the country and has no intention of giving it up.

This marks Tommy's forty-first year in the business and curiously enough it was in April, 1979 that Gary McIntosh opened a branch of **Atlas Coin** in Kitchener, Ontario. Gary manages that branch's hundreds of coin machines from Hamilton West to London and St. Thomas. He is also the current President of the **Amusement Association of Ontario**. (successor to the Metropolitan Amusement Association of Canada).

Mr. Farrell, a native of Newfoundland, got his early experience in this business after the end of the war in 1945... He went on his own in 1947 with a single old machine worth maybe \$100.00. It's a far cry from that to-day... **Atlas Coin Machines** headquartered at 31 Progress Avenue, N.W. Toronto operates well over five hundred coin machines, employs ten people and five 1/2-ton pickups.

From the company's Toronto office, stores and shops premises, **Mr. Farrell** personally looks after his routes in Hamilton and as far west as Belleville and North to Orillia and Peterborough, and naturally, a great many locations are in and around Metropolitan Toronto. The firm's Service Manager is **Jack Brace** and he oversees the repairs, conversions and overhauls of the equipment in comprehensively equipped shops.

Business was reported as being excellent in 1979 and was then expanding its operating area. Since then it has been through the fantastic video boom and expansion of 1979-83 in Canada and ensuing down-slide which has now bottomed out... so that business is again on an upward trend.

Of being in the same business today, Tommy says, "It's still a good business but competition remains tough and aggressive and you've got to work hard at it. But then you've always had to do that to succeed in it. There's no doubt though that it takes a lot of hours of hard work now, not like the boom days of say 1982 when the money was rolling in." Perhaps this ensues from what Tommy has always maintained then in 1979 and now...

"We're fussy about where we go into, we don't just go in anywhere, we give good service, use good equipment and keep our locations despite heavy competition. There are 200 operators in Toronto so you've got to be good to stay in."

In 1979, **Atlas Coin Machines** had sixty Juke Boxes of **Rock Ola** manufacture on its locations. To-day it still has near that number and they continue to make money. During the early days of **Atlas Coin**, Mr. Farrell did very good business moving numbers of his machines out of town locations to summer spots in the resort areas to the North of Toronto. . . As he put it — "following the crowds".

At that time he had some 80 machines in one large and two smaller Arcades at Jackson's Point at the south end of Lake Simcoe and at Sturgeon Lake and Curtis Point in the Bobcaygeon area of the Trent Canal and Kawartha Lakes. These were not company owned Arcades and those have in general been avoided, though, in the boom days the company owned and operated one but really wasn't all that happy as an Arcade owner.

During that time when the video boom was in its earliest days it might have been thought that the big game of the time, Pinball, would have predominated but it didn't, being no more than about 20% of the games of those Arcades. Now the proportion is around 50%.

Mr. Farrell always believed that for that resort market people wanted games with a "lot of sight, sound and action." Shooting and driving games filled the bill nicely because pins were then everywhere in the country and people on holiday wanted a bit of a holiday from them too. . . It's not like that now, as pins have come back to a large extent and are good earners right up there with some of the best videos.

Then, electronic pins had only been out for about three or four years and a lot of the electro-mechanicals were still in use — However, Mr. Farrell was observant enough and astute enough to appreciate that only the latest and best of equipment which were electronic pins would satisfy customers. Many operators then resisted them but not Tommy. He noted that in the prior six months, from the end of summer, 1978, they had "improved immensely and remaining problems were being ironed out." He also said "their decor, lights, visual and sound effects make their use mandatory. They have appeal which is universal extending from children to the elderly."

Business Still Expanding

In 1979 **Atlas Coin's** year-round locations included big bowling alleys, pool rooms, variety stores, shops, suburban malls, taverns/motels "everywhere we can make a good buck," and to-day, many of these and these types of locations still provide sites for Mr. Farrell's firm's machines. Whilst hundreds of other operators have come and gone over the last seven years, **Atlas Coin** has not only survived but expanded and survived. What better testimony can there be to **Tommy Farrell's** business sense and acumen in a very competitive and volatile industry?

Question:

Tommy, what is your overall view of the Music, Games and Amusements Industry?

Answer:

The honeymoon of the last few years is over and the video fad is gone. Many of the new games are little more than fads. . . That goes for quite a few of the videos and some of the new trivias.

Question:

Can you give some examples?



Many People Hurt Today With Some Operators Pushing Equipment On Location.

Answer:

I've just come back from Florida and I've been around a number of Arcades there and they've got some good new games. . . **"Hang on"** the motorcycle video is an example. The first week in Arcades they were pulling in \$1,000 and at high play prices. But that didn't last long and now they're only doing about \$400 a week. . . after about two months. These are expensive games, no operator likes to pay up to \$8,000 for a game that doesn't "last" much better than that. Besides they're so big as are some other pieces, the result is that they are at best Amusement Park or Arcade pieces.

Question:

Too big?

Answer:

Much too big — I measured a **"Hang On"** — it's 7 feet long and over 4 feet wide. How do you get that through even big doors — you don't. A competitor of ours tried to get one into a location, got it partly through a first door then had to give up, it wouldn't go through the second door. . . I haven't got any of them and you can understand why. . . I'd like some but because of the size I haven't bothered.

Question:

What types of locations do you put your games into?

75% Of Business Done In Bowling Alleys

Answer:

Quite a variety, Bowling Alleys are good locations for me and we are into a variety of them — **Jack Fine's Bowlerama Chain**. London, Peterborough and others. Brunswick Houses and two AMF houses. . . This latter is the biggest bowling chain in the U.S. and that means the world. We're also heavily into health clubs, taverns, bars and other places but we're strongest in Bowling Alleys; about 75% of our business is done with them.

Question:

How well do these alley locations do?

Answer:

They'll average \$1,000 per week.

Question:

What do you put into a bowling alley.

Answer:

Depending upon size and other considerations, a dozen machines would be an average. In London there's one with 4 videos and 2 pins, another alley 3 pins, 3 videos; another 4 pins, 5 videos; still another of 36 lanes has 8 videos and 6 pins. We also place a number of Juke Boxes in them and other pieces.

Question:

Would you talk about Juke Boxes. . . How many and where, and other pieces such as **Chexx** hockey, Pool Tables, etc? Do Jukes make money?

Juke Boxes Steady Good Money Earners For Years!

Answer:

We've around 50 Juke Boxes, in use and quite a few

of them in Bowling Alleys. Numbers of large Alleys (48 lanes are the biggest) have club rooms these days. They have bars and bowlers congregate in them for further Amusement and Relaxation. . . We also cater to this side of bowling houses. Juke Boxes go over well in them and we put them in to help Alley owners please their customers

Long term, Juke Boxes make money, they last for years and years and will bring in a steady \$60 - \$75 a week. Besides, you can put clean five year old gramophones in without complaints. You can't put five year old videos in locations, can't even put in some five month old ones with any certainty of making anything or pleasing the locations.

One problem of operating Juke Boxes these days is the high price of records. They're \$1.65 wholesale now and even in the U.S. they're high. Recently In Knoxville, Tennessee 45s were selling at \$1.25 U.S. wholesale. That makes keeping up to date with Music an expensive business. . . Nevertheless, in selective locations they're still extremely good items for us.

We use **Chexx Hockey** and **Valley Pool Tables** in Health clubs and bars. Trivias go over well in bars and in clubs as well as the clubs in bowling alleys.

Question:

As a real pioneer in this industry what do you make of videos?

Answer:

Well, of course, early on it was Music and Pins which made the industry then in the late 70's. . . Videos came in and displaced pins for a while. Now pins have come back in a big way and some videos have faded. **"Space Invaders"** and those early videos caught people's imagination and they were fantastic. We used to say that the cash boxes on **"Space Invaders"** weren't big enough as you had to go around collecting at too frequent intervals. I don't consider that there's been anything as good since as they were. There are some good games around to-day but I don't think they're a patch on the early videos. **"Gauntlet's"** a good game and I've some of them but it's no **"Space Invaders"**.

Question:

What about Pinball games then?

Pinballs & Jukes Have Carried This Industry For Decades

Answer:

They're great, carried the industry for decades together with Juke Boxes. When the videos came on and Pinball play fell off, we stored our pins. Now we've brought them out again, added a lot of new ones and they're great. . . They were good and they always will be!

Question:

Who plays them, do kids

Answer:

Everybody plays pins, kids love them as a change from videos.

Question:

How do you view the newer pins?

Answer:

Get the right ones and they're big money makers... **Bally's "8 Ball"** and then **"8 Ball Deluxe"** were outstandingly good. **Williams is the big game in pins now.** — **"Space Shuttle"** was good, **"Comet"** excellent and their newest game, **"High Speed"** is even better. Pins are physical games which videos aren't, kids have now found that out. The beauty of pins is that older games will still do well and they are new to a lot of to-days' players.

Question:

Are you using cocktail videos, one doesn't hear too much of them these days?

Answer:

Yes we are, they have their applications and go down well in bars and clubs... We put numbers of them into the bars and leisure rooms in Bowling Alleys as well as other locations.

Question:

What about rotation of equipment, how effective do you find it?

Answer:

Very effective and essential to keep play up... That's one of the things against games like **"Hang On"** as they are awkward to move.

Question:

In talking to you I gather you are very concerned with the size of games?

Answer:

I think it's a very important thing and some makers don't seem to have considered it at all. Pool Tables by their very nature have always been limited as to where you could locate them. It's been the same with shuffles and other large pieces. Many of these have a limited use which depends on the size and types of locations. That's what I've been saying about **"Hang On"**, the new motorcycle game and other bulky pieces... That's against them.

Question:

You'll be using conversions of course?

Answer:

Of course, it's the only way one can operate these days, but naturally I buy good new games too, but they've got to be good and show good future prospects. We buy new games too, but they've got to be good and show good future prospects. We buy in Toronto and Montreal in the main.

Question:

Do you do your own conversions? Are you able to do any on locations?

Answer:

We do a lot of conversions, have a few done outside when we're too busy. We bring them all into our shops where we've got excellent people. They take several hours to do the kind of job we want done on them and that can't be properly done on locations. I'd say we do 90% of any conversions ourselves. Our customers tend to be exacting and we've got to satisfy their wants to stay in their locations. I might add that we've been in many of our locations such as Bowling Alleys for a long, long time. Conversions are coming out at a fantastic rate... I get calls every day about new ones.

Question:

Over the last three years a lot of what are termed "Systems" have come on the market. What do you make of them?

Nintendo's V.S. System Excellent**Answer:**

We use **Nintendo's V.S. system**, and we've found it very good and are pleased with the games which have come out with it. The multiple player features are good. We've also found they are good with the four player **"Gauntlet"**. Systems are a good idea but they still have to provide good games.

Question:

Because of the nature of many or most of your locations your machines must be played a lot by adults?

Answer:

That's true and we provide the types of games they'll play but don't forget a lot of kids and young people go into Bowling Alleys too. Those with bars and clubrooms really provide us with two sorts of locations — the one adult, using countertops and cocktail videos the other, used by everyone.

Many People Hurt Today With Some Operators Pushing Equipment On Location.

Some people pushing equipment make things very difficult. What often goes on is... someone with a new thing to sell will pull up to a location and put in an expensive piece which will initially pull in big money and of course the location "has to have it" and you've got to supply it or else someone else will be found to do it, or the location may well buy it and operate it.

This is a tough thing to handle and it has busted some operators and will put you hopelessly in debt if you let it. I know other operators in this situation to-day.

Pushing equipment on location has gone on in this country for years, if it isn't one outfit it's another... At the moment it's bad and some people are being squeezed to death.

We Rotate Games Constantly To Give Customers Variety**Question:**

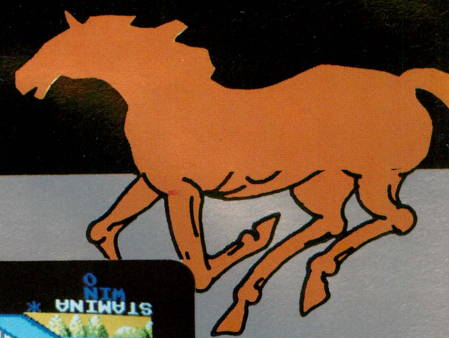
Rotation seems to be a most important part of the Music, Games and Amusements industry to-day in Canada. Again, with the sort of locations your firm serves do you do a lot of it?

Answer:

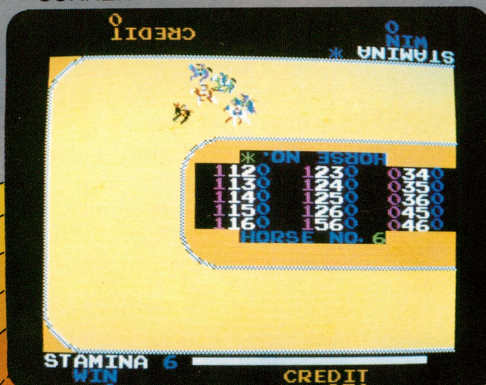
I guess we're no different than anyone else in that respect. As I've said, our locations tend to be very demanding, that means they want a good return from the machines we locate within their premises. That in turn means we have to keep their bowling customers happy the whole time. To keep play up we've got to give them variety. That means latest games and the only way we can provide them and the variety to attract players is by rotating games frequently. We're moving machines around every day... It's time consuming of labour and vehicles but it's got to be done.

PLAYER CAN
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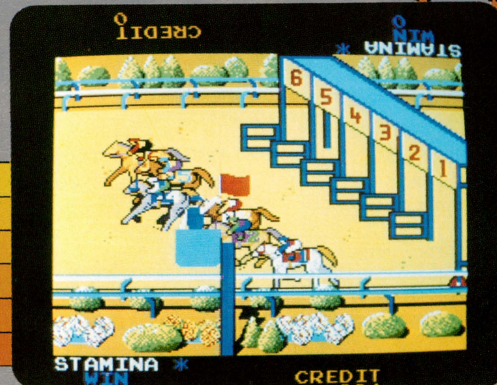
THE・競馬 DYNA-DERBY



CORNER



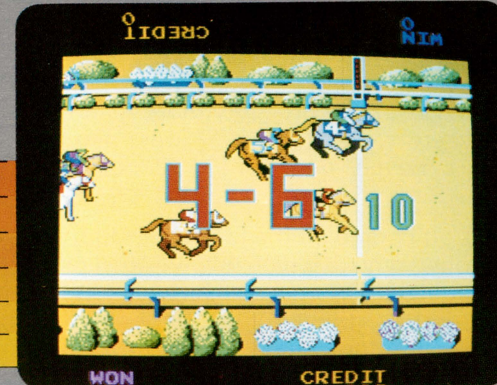
START



FALL



GOAL

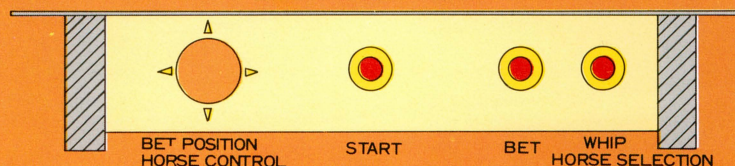


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- 2) Select your horse by Horse Selection Button.
- 3) After the game starts, Player can control his horse to his advantage including not just whipping to accelerate but seemingly disadvantageous actions such as purposely causing fall, slowing down, and bumping against rival horses.
- 4) Horse Control by Lever, and whipping acceleration by Button. One lever and 3 Buttons Control Everything in the Game.

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Dart & Pool Leagues Give Big Money Return To Operators

Whenever operators run competitions for pool or dart leagues and tournaments, they are unanimous in advising that earnings and plays participation have increased when the competitions are held.

Comments from various Operators are:

"We went thro the crunch with fall-off of video games and it was the electronic dart game that really pulled us up, but first we had to promote the leagues.

"Now, in any location where we run them, we have seen a tremendous difference in revenues and they certainly bring new customers into a bar or location."

One Operator said:

"The pool leagues have probably more than doubled our revenues where we run them." "Some people who would ordinarily close their doors, at 11 P.M. now stay open until 2 A.M."

"As many as 50 people fill the taverns for the Tuesday night competitions, some of which involve coed teams, he added. (Tuesday night was chosen as league night, since it is ordinarily the slowest night of the week and does not conflict with televised football.)

Rotating players also helps increase participation later on, while some contestants return with their friends who "catch the fever" themselves.

Tournament Onlookers Spend Big Money In Bars While Watching

- Another operator who has seen the rewards of holding tournaments manages a recently-established 30-team dart

league, a **Valley pool league** with 1100 players including an all-women's group, and a special pool program for juniors. He reports that his four years of organized competition have improved revenues; he also mentions a ripple effect in which "the people who stand around when not playing, help increase revenues at the bar and jukebox.

(He noted that his cash arrangements with location owners are called "lease arrangements", even though the coin-op equipment is not being leased. "When we put our equipment in a location, we don't split the take with any other locations. We have the exclusive, and we get the conventional 50-50 split with the owner," he said.)

The increased activity that leagues bring also helps foster location-owner loyalty, "because you create 'an atmosphere' on an otherwise slow night." The advantages of pool leagues and tournaments transcend the bottom line; the open competition has actually helped erase deep-rooted public distaste toward the pool environment. "You now get a mixed breed of people," he explained, "which includes lawyers, doctors, motorcyclists, juniors, women and so on. We're changing the concept of the pool industry in the same way that bowling leagues changed the image of bowling 20 years earlier."

In the view of **Bill Nemgar** of Salmon River Amusements pool has regained popularity — as have darts, pinball, and shuffle games — because it demands real player skills.

If an operator wants to assess what pool can do (or has done) for him, Nemgar says, he should examine not only gross earnings, but also the increased traffic and interest in other games that pool generates.



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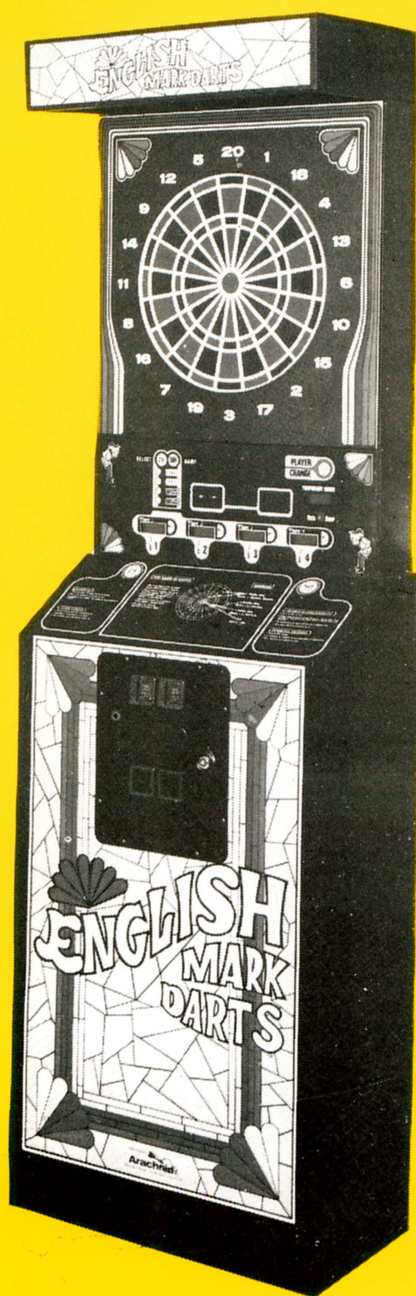
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Nemgar got involved with pool about nine years ago. Today, he is a music-and-games operator, a consultant to the **Valley Pool Co.**, and a tournament director for **Valley's 8-Ball League Association**.

"When I took over the route, all the tables were location-owned," he recalled. "So I gave the owners a written 'no-lose' guarantee: I would bring a league into the location, and if the owner did not see the league generate a revenue increase from all the equipment within six months, then he could buy back the table." Nemgar now operates pool leagues in about 30 locations.

He has seen, as others have, how increased traffic in a location can spill over to other coin-op equipment. "The league is set up so only two players shoot at one time," Nemgar said. "In this way, the others might be off playing the jukebox, shooting darts or hanging out at the bar, spreading around the wealth."



Best Of Both Worlds With Pool-And-Dart Biathlon Leagues

Continuously searching for new and perhaps novel ways of increasing earnings, Nemgar recently established an unusual **pool-and-dart biathlon league**. Each team consists of two men and two women who are skilled pool and dart shooters. "With the biathlon," Nemgar explained, "I hope to entice the die-hard pool and dart players to get involved; these are people who want to play pool and darts 365 days a year."

Nemgar concedes that he had second thoughts about darts at the beginning. "I was very skeptical about darts and I'm ordinarily a very positive thinker," he said. "So I analyzed the regional picture of the success of the game, and found that you have to go with at least 6-12 games. All the successful dart operators start out with at least that many. You can't put just one dart game in a location and hope it will work."

Nemgar also stressed the importance of getting an emotional commitment, from dart players. To accomplish this, he asks shooters to sign a "bowling" card whenever they land a bullseye. After the card is filled with names, a sticker is removed, and the "hidden" winner receives his own set of custom darts. "That way," Nemgar said, "the player has made a personal commitment to play again."

Having much experience with both games, some operators find that dart leagues generally attract a higher percentage of beginners and players of a wider age bracket. Pool-league players tend to be more skilled since the game takes longer to learn.

While operators seem unanimous in describing the benefits of holding pool and dart tournaments, they concede that organized competition can bring difficulties and irritation. "The biggest problem is getting people to agree on things. I found that you must give the players supervision, but you also have to let them have some say-so in the goings-on of the league."

Another challenge is convincing a bar owner to get started with leagues, particularly if he owns the pool table. The solution involves selling him on the concept of leagues, and the operator must be prepared to escort him to other locations during league night, for example or to the banquet, to illustrate what leagues can offer.

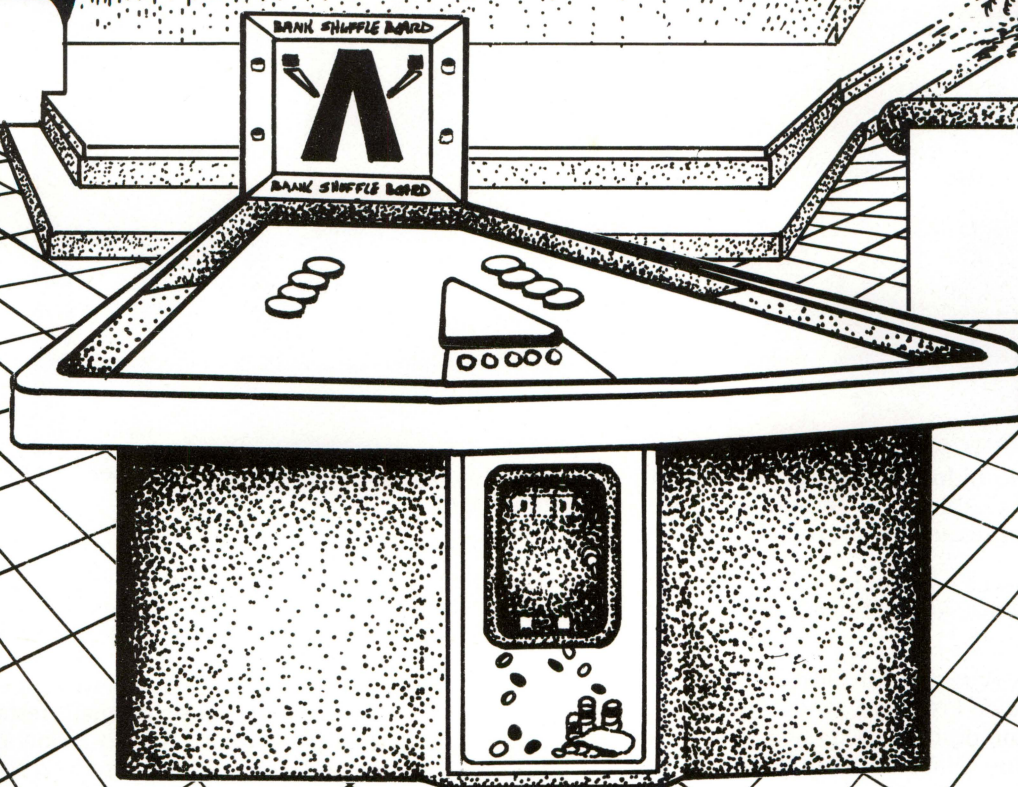
"Some location owners are very good at organizing teams, while others are not," "One problem for us is that some location owners simply won't take the time to go out and organize."

For Nemgar, some headaches have stemmed from the players themselves. "In pool, about three or four per cent of the shooters consider themselves the town hustlers. They may try to upset or antagonize the other players and they usually want to maintain their dominance with an attitude of 'I'm the best in town.' So you have to tell them, 'this is not your league, and if you can't accept that, then you are not welcome to play.'" A little verbal persuasion usually changes their attitude, Nemgar maintains.

He also suggests that, if an operator wants to establish a pool or dart league, he should assemble a team that consists of his own employees. "It's very important for the location people to get to know your employees and vice-versa," Nemgar insists. "With a team of your own people," (he mentioned five for pool and four for darts), "they can be

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Quebec To Be Well Represented In Valley 8 Ball League In June, 1986

Business Greatly Increased In Bars With Addition Of Pool Leagues



In left to right, Alain Robidoux, Honorary President of the Association Pierre Gadbois, St. Jerome's League Vice Chairman Marcel Imbeault, St. Jerome's League

Secretary-Treasurer Jean-Marie Bourcier "Ligue Des As" Chairman.

Indeed, a press conference was held on September 25 for the official launching of the 'Association Québécoise de Billard Laniel Automatique Inc.'

This press conference was held by **Mr. Jean Pierre Pilon, Laniel Automatique's Vice-President** and **Mr. Alain Robidoux**, Canadian champion of Snooker and Honorary President of the 'Association Québécoise de Billard Laniel Automatique Inc.'

The association already comprises five (5) billiard leagues, thirty (30) licensed establishments and five hundred twenty (520) players.

Mr. Chuck Milhem, President of Valley Pool Co. said: "The Valley National 8-Ball League Association has taken on a truly international flavour with the addition of the **Laniel Automatic Leagues** from the French speaking Province of Quebec, Canada. With the addition of charters and teams from Illinois, Oregon, West Virginia and Maine, **V.N.E.A.** is now represented in 27 states and 2 Canadian provinces and still growing!

In addition to the readily identifiable benefits of belonging to the V.N.E.A. such as the newspaper, the national awards program and participation in the International Championships and other upper level tournaments your membership also provides less tangible benefits that should be recognized. Most important are the friendships you will

establish in competition with fellow league members and in interacting with men and women sharing a common interest in pool during state and national programs. Even if you had never met before, would you hesitate to extend a handshake or say hello to an individual wearing a V.N.E.A. league patch at an airport, shopping mall, restaurant... Your membership is V.N.E.A. is also evidence of the thousands of men and women that are serious pool players — statistics that make potential sponsors, advertisers and promoters consider pool oriented programs to market their products.

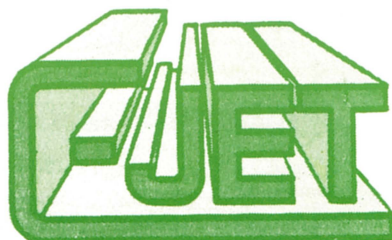
Although billiards has historically ranked among the top ten participation sports in the United States with more than 30 million Americans playing pool at least once a year, our sport has not attracted its share of the promotional dollars because of the common perception that the only commitment to pool is limited to a few professional players. The continued growth of our Association has and will continue to educate the public on the "Grass Roots" appeal of tavern pool and its potential as a target market for many consumer products.

I have received many favorable comments from players and tavern owners to the suggestion I made last season, that each team consider selecting a "**Designated Driver**" each league night to insure all their friends get home safe and sound. Has your team started a "**Designated Driver**" program."

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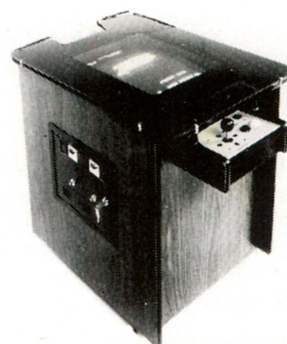


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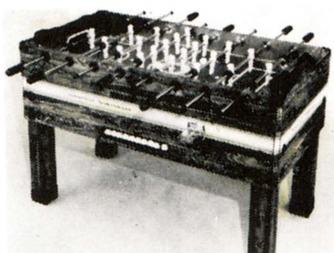


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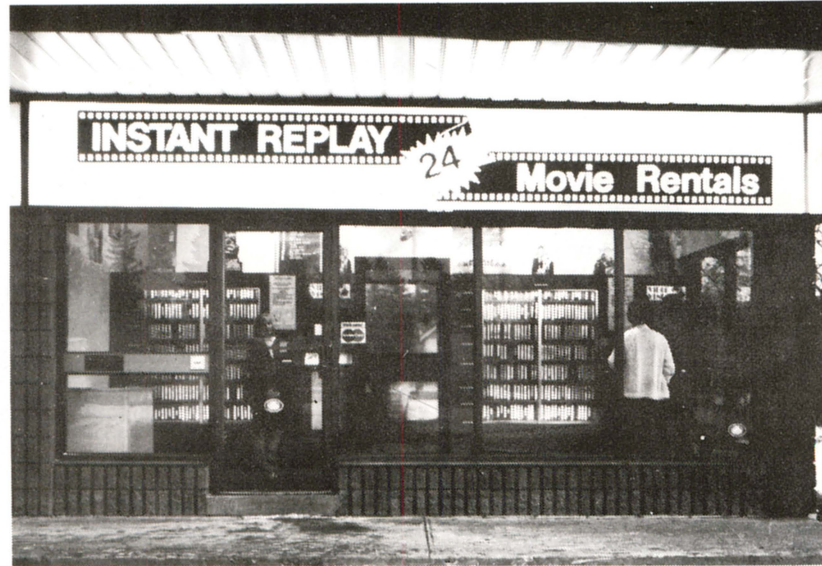
'Instant Replay 24 Hr Movie Rentals' installed the first completely automatic, computerized video vending machine in Burlington, Ontario (20 miles from Toronto) on the 20th of December, 85.

The new video rental location operates the same as a Johnny Cash outlet except after accessing the machine with a credit card or a membership number the rental payment for the first 24 hours has to be paid by cash into the money reader. The robotics then automatically retrieve up to two movies, then prints an itemized receipt.

Returning the movies to their original rental position takes only about thirty seconds per tape at which time the customer is asked to pay any late charges. Late charges must be paid before further access by the customer to the vending machine is possible. All movies are immediately available for rental.

The machine requires approximately 16 sq. feet of floor space, a standard electrical outlet and holds 320 Beta, VHS or 8mm video tapes and is completely self contained.

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New "Crazy Candy Crane" By Dynamo...All To Music



Dynamo Corporation, the leading manufacturer of pool and soccer tables, announces the addition of **Crazy Crane**, an exciting new candy merchandiser, to its product line.

The game allows the player to operate the crane via electronic controls while racing against time. Adding to the excitement of the game, one of eight songs is played while the player tries to retrieve the most candy he can during the allotted amount of time. Songs are programmable by a dip switch.

The crane, introduced at the **AMOA** show in October, will be available for shipment in mid-January, according to **Bill Rickett, Dynamo President** and developer of the game.

Crazy Crane is the same size as standard video games and features a large product storage bin and continuous feeding of product. It easily handles candy, capsules, etc., and provides operators with new location opportunities.

One of the most important features of the crane is its ease of accessibility. Product is loaded from the front header panel and all components easily serviced.

"The game is very low maintenance and is manufactured with the same quality as other Dynamo products," Rickett said. "It was subject to many months of research and development and has proven to be very trouble-free."

Mark Struhs, Dynamo vice president and director of marketing, adds that the game is ideal for many types of locations — grocery stores, discount stores, convenience stores and game rooms.

"It is low risk for the operator and provides a very high return," he said. "On location, it should prove to be one of the most profitable ways to vend candy."

The low control panel, attention grabbing graphics and wrap around glass for high visibility are ideal for attracting children, Struhs added.

"What we have is a product with great longevity that combines skill, music and good clean fun to give the operator a great profit potential," he said.

For more information, contact Mark Struhs at Dynamo Corporation, 2525 Handley-Ederville Road, Richland Hills, Texas 76118.

Coin Video *Continued from page 24*

Although the video vending machine is completely self contained it is presently equipped to connect to any main-frame computer, ie, Visa, Mastercard, etc. and is programmed to rent or sell anything...

There are presently 27 American patents already approved on the video vendor which has been successfully operating at a 7-11 store in the Chicago area for the past year.

Further information is available from David Cranston, President of Video Vista Inc., 760 King Road, Burlington, Ontario, Canada, L7T 3K6, (416) 681-2484.

Mr. David Cranston of Video Vista Inc. of Burlington, Ontario is delighted with the excellent response to this exciting new concept:

"**Video Vendor Inc.** of Chicago, Illinois commenced it's production facilities in December 1985 after testing the third generation machine for in excess of ten months in a 7-11 store in the Chicago area."

"Unlike other machine manufacturers the Video Vendor was tested by customers and not company engineers and technicians."

"The machine during the ten month trial averaged in excess of \$350 dollars per week without advertising as 7-11 would not allow any during the test. The movies that were

placed in the Video Vendor were *old* movies that had been used first at one of the video stores. All movies were rented at \$2 per day for the first day and \$1 for each additional day."

Sales Increased To \$700 Weekly

"After approximately eight months of testing, 7-11 allowed advertising and the operators started placing a few new movies in the machine every week and the sales went to over \$700 per week."

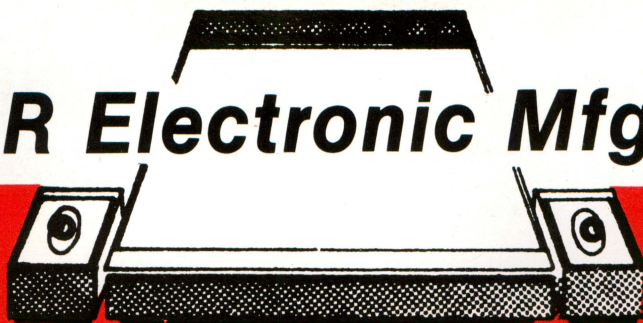
"Since the completion of production facilities in December 85, there are approximately one hundred **Video Vendors** now in operation across the United States."

"On the 3rd of January of this year, we, (Video Vista of Burlington, Ont.) installed the third machine in a Foodland store also in Burlington and with two ads in a small local paper the Video Vendor paid it's full operating expense, location rent and the cost of the original financing of their \$33,000 mortgage loan."

"We are getting an additional ten more units by the middle of February and **Instant Replay 24HR Movie Rentals** have locations for all of them and six of the eight are already sold. Two units that are being kept for use in our service department."

"We are planning now to expand throughout Canada, using where possible exclusive Provincial distributors."

M S R Electronic Mfg. Ltd.



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☆ **Exclusive Distributors in Canada for
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CALL Collect 1-416-738-3512**

"Tiffany Pay Phones To Service Canadian Market"



Tiffany
Telecommunications
Company

HT-4000

TRUE-PRE-PAY-PHONE[®] IS HERE TODAY

David B. Olmsted of Tiffany Telecommunications Company, Inc. has announced that they have moved its North Dakota service center to 306 Main Street in Bowman, ND. The new facility will also handle final assembly and test of its G.T.E. and HT series pay phone.

The enlargement to Tiffany's Bowman facility is to speed delivery of pay phones to Tiffany's northern distributors and to also handle the large inquiries of Canadian firms who are now getting involved in the pay phone industry.

Tiffany is now shipping its cordless pay phone "The Table Talk System" from Bowman also. This is a unique non-coin pay phone.

"During the past two months we have received a lot of calls about pay phones from Canada and by having products available to ship from North Dakota, we can better service the Canadian vendor," stated Mr. Olmsted.

For further information, Tiffany can be contacted at 701-523-5633.

Only A Few Basic Tools Make

Pin Repairs Easy



No more than a dozen pieces of common hardware are required to make repairs and perform top-notch maintenance in older pinball games, according to collector **Steve Young**, at a Pinball Expo '85 seminar entitled "**Pinball Mechanics.**"

The items that operators (and collectors) need for the job include the following:

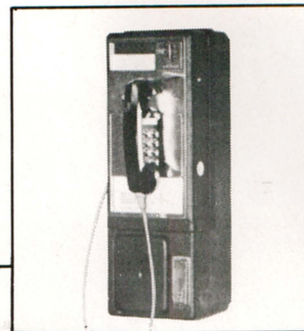
- Contact adjuster
- Pliers
- Light-bulb remover
- Test clip
- 1/4-inch wrench
- Contact file
- Light bulb socket cleaner
- Line level
- Rosin core solder
- Hand grinder
- Soldering gun (preferred over soldering pencils)
- Spring hook (to remove springs that have fallen into drop-targets and relay banks)

After describing the uses of these items, Young stressed a couple of essential "dos and don'ts" that could save technicians a lot of grief. "I recommend the non-gumming WD-40 lubricant for sliding electrical contacts," he said. "But nickel-plated coil plungers and nylon bushings should not be lubricated."

Young also warned against using any kind of contact cleaner containing chlorinated hydrocarbons. For handling corrosion on contact points, silver sulfide is the proper agent. And before doing any circuit work, Young advised, you should make sure that the game works mechanically.

Tiffany Technology with GTE Security

Tiffany Technology combined with a durable GTE Case offers maximum security of your profits!



Tiffany pay phone featuring GTE Security Case.



Tiffany True-Pre-Pay-Phone offers many valuable options. Tiffany also features prestigious 22k gold plating option.

Add to the class of your business investment and install our decorator "True-Pre-Pay-Phone" instead of an ordinary pay phone. We also offer brilliant 22k gold plated telephones and can customize your pay phone to your taste. Tiffany phones offer a wide variety of options, including:

- * Answer detection.
- * Accepts nickles, dimes and quarters.
- * Credit card reader.
- * Voice synthesizer.
- * Pre-pay operation with escrow. Coins returned if call was not completed.
- * Specific rate table information programmed for various state and local applications.
- * LED readout.

The Tiffany HT6000 combination credit card pay phone can easily be interfaced with your main frame and will also work behind your PBX.

Table Talk

Consider the benefit of Tiffany's Table Talk cordless pay phone. Add prestige to your business and make your guest feel at home by bringing them the phone.



To find out more about products by Tiffany telecommunications systems, and to contact your area distributor or representative

call

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We are anxious to meet with you! Call today!

Tiffany

Telecommunications Company

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United Kingdom Experience Shows That One Pound Coin Acceptability Definitely Brings Bigger Profits To Coin Machines Of Different Types

With the new likelihood of a comparatively early issue of a new **"compact" one dollar Canadian coin**, Canadian coin machine operators may just have problems with other coins. Some year and a half ago, the British government issued a brand new one pound coin and almost simultaneously withdrew from circulation one pound paper notes.

Over the past year, the value of this new coin has varied from about \$1.50 to \$2.00 in Canadian currency depending upon the exchange rates between the two currencies.

What happened in the U.K. was that existing coin machines got into trouble with the new high value coin. Quite simply, in accepting numbers of one pound coins for goods and services of substantially lower value than a pound, they ran out of change, didn't have enough of lower value coins to make change after a comparatively few transactions.

This was felt generally by coin machine operators but most particularly, by those having payout video card games (Legal in Britain) in Arcades, Pubs, and Clubs. The trouble has been relatively low play price of 10p or 20p (a pound has it in 100p).

Government agency legislation also contributed to the problem because the Gambling Board insisted that although a gambling game could take the one pound coin, it could not all be used for play, and half of it or 50p, had to be returned though it could then be used for further play. Therefore, when people use the pound coin for one or two plays, considerable numbers of coins 10s, 20s, 50ps go out in change.

Existing machines just didn't have the coin capacity needed to accept a lot of pound coins and make change. And that caused operators a great deal of work and worry with what was called "tube starvation" — a shortage of 20p and particularly 10p coins. This sent up the number of expensive service calls necessary to keep players happy. Now apparently the government agency has relented somewhat and has recently changed the rules so that the full pound coin can be used for play with the 50p compulsory return eliminated. This has delighted operators whose change problems are somewhat eliminated and at the same time, retention of the pound gives greater pricing flexibility and the chance to get more money out of customers who will use the full coin for multiple plays instead of perhaps only a fraction of it.

The year and a half old pound coin in England has also excited other sectors of the industry who see it as the gateway to more profits. There are some 570,000,000 pounds already in circulation, or, roughly ten of these new

coins for every person. And, many coin machine people have concluded that they are not getting a big enough chunk of this "convenient" money into their venders, juke boxes and games.

The reason for this is exactly the thing which worries a great number of Canadian operators particularly vendors who have been crying out for a convenient \$1.00 coin for going on to two decades. That is, the big majority of their existing coin machines won't accept and handle the new \$1.00 coin and neither will most of the equipment used by their British counterparts.

Many operators and this applies not only to vendors but more particularly to Music, Games and Amusements operators who, simply do not want to spend the money necessary to convert their equipment to deal with new, different coins.

Reports coming out of the United Kingdom indicate that operators who have spent the money to convert their coin machines to take the one pound coin are very happy that they have done so. Juke Boxes by virtue of finding homes in most of the country's 30,000 plus public drinking houses, untold other locations are still very popular there and video juke boxes also seem to have caught on to a far greater extent than they have in North America; one company alone having over a thousand of these machines on location.

Numbers of their operators have modified their pieces to take the new coin and there is now a considerable amount of information available on how they have done. And it's good — different firms have reported substantially increased take and earnings from jukes and video jukes with one pound coin capability.

One large firm operating over a large portion of England has in fact had such Juke Boxes in use for well over a year and it too reports noticeably increased takings. As a result of the amounts of positive information on added profitability when equipment is capable of dealing with one pound coins there is a rush on to Retrofit them with new acceptors/validators.

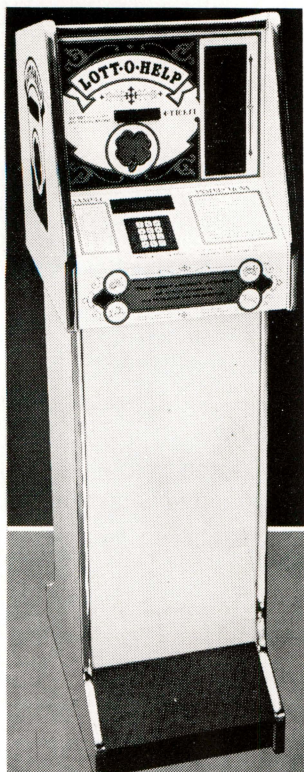
By all accounts, most firms are going for the **Mars MSIII unit** with which there is now considerable location experience to hand. As yet the percentage of coin-operated equipment capable of taking this new coin is relatively small.

A Two Pound Coin In The Near Future?

But now rumours persist of a 2-pound coin — though denied at the moment, the way inflation is going, there could well be something to it!

~LOTT-O-HELP™

Works With Provincial Lottery Terminals



LOTT-O-HELP will be available shortly in versions customized for each province's lottery.

LOTT-O-HELP, a new Lucky Lottery Numbers/Biorhythm game, was unveiled by **SMS Mfg. Corp.** at the recent AMOA Exhibition in Chicago. For either \$.25 or \$.50 (Operator Adjustable) Players receive a personalized printout consisting of their complete Weekly Biorhythm and all Lucky Lottery Numbers for that day.

Since **LOTT-O-HELP** maintains Time & Date on board, Players entering the same information will receive the exact same Lottery Numbers and Biorhythm from any given machine on any one day.

In the evening, after the Lottery Terminals close for that day's numbers, **LOTT-O-HELP** will automatically issue numbers for the following day.

SMS Nat'l Sales Mgr., Jim

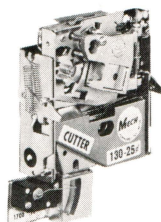
Pietrangelo, informed this magazine that this close attention to detail was taken in order to give the numbers credibility in the eyes of the Player. Jim went on to say that "Because **LOTT-O-HELP** works in harmony with Province Lottery terminals, Operators no longer have to fear competition from the state in any location."

"In addition to the obvious appeal of this game on an emotional level,

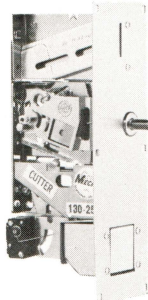
LOTT-O-HELP is a boon to Operators in the way of maintenance and service since our printer uses simple adding machine paper. We don't require the Operator to make long term commitments to us for their supplies. As with all our games, **LOTT-O-HELP** was designed to maximize Operators profits. Therefore, it seemed more sensible for the Operators to be able to purchase their printer paper locally."

For more detailed information about **LOTT-O-HELP** and other SMS products in NJ call 201-370-3030... or Arjay Export in Hyannis, Mass. at (617) 771-6088. Ask for Sales.

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Variety of Doors



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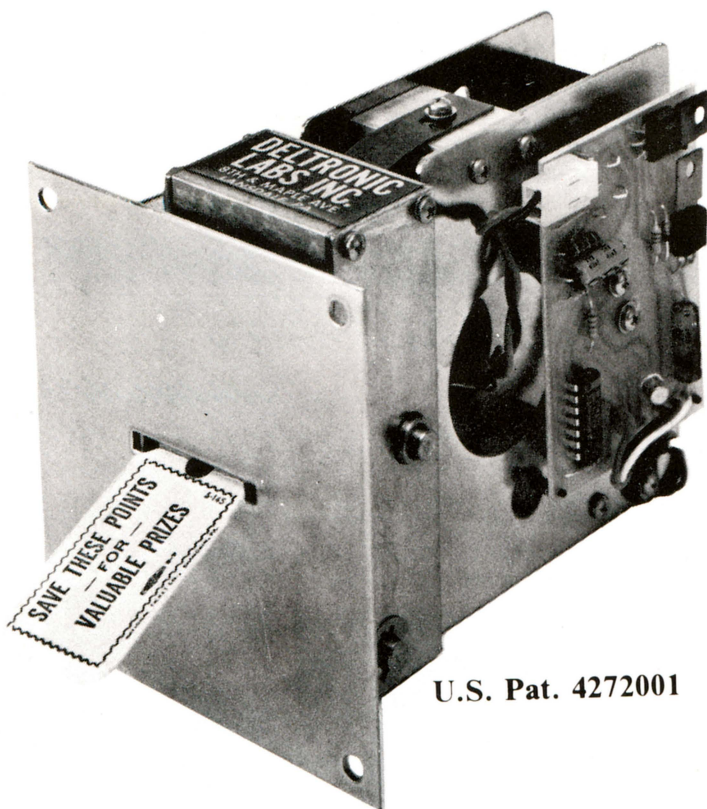


Coin Comparitors

Coin Mechanisms, Inc. offers a complete program of equipment and services designed for greater efficiency and security. For placing orders and free literature call: 1 (312) 279-9150, 1 (800) 323-6498, or write: 817 Industrial Drive, Elmhurst, IL 60126.

**COIN
MECHANISMS INC.**

Dispensing Tickets From Your Games Will Increase Cash Flow!



U.S. Pat. 4272001

A device designed to allow coin changers, vending machines, etc., to adapt to a ticket dispensing mode. The new devices enable the owner of any coin-operated machine to dispense tickets and provide an incredible variety of prizes to stimulate cash flow in dramatic ways.

The magic of tickets pulls profits not out of hats, but out of your tired VIDEO and PINBALL games.

Deltronic Labs VIDEO TICKET KITS and PINBALL TICKET KITS are surefire aids to add spark to your games. They are designed to ignite new player interest in your present VIDEO or PINBALL games, with inside or outside mount.

For more than 7 years, top manufacturers confidently have relied on **Deltronic Labs** to furnish quality TICKET DISPENSERS which are backed by prompt and efficient service.

SKEE-BALL—WHAC-A-MOLE—ROLLER BOWLER are but a few of the super popular games regularly using Deltronic Labs TICKET DISPENSERS. So you may not know our name, but you do know our machines.

This highly successful experience has led Deltronic Labs to design KITS which incorporate its time-tested TICKET DISPENSERS. After more than a year of extensive field tests, Deltronic Labs TICKET DISPENSER KITS are available for easy installation and continued dependable performance on your present VIDEO and PINBALL games.

Deltronic Labs, a respected name in its field, has thousands of machines in use which employ a wide variety of applications. Our customers know that the use of tickets for awards and prizes can keep players coming back AGAIN and AGAIN and AGAIN.

Convert your present machines to push out tickets while you pull in the profits!

There are different items available from Deltronic Labs Inc. to give tired pinballs and videos increased play:

- **Ticket Dispenser DL-1275** — Can interface with a wide variety of games. Our technical staff is available to give you any assistance you might need.
- **Video Ticket Kit V-100** — Easily installed on existing games — inside or outside mount.
- **Pinball Ticket Kit P-200** — Easily installs on wide variety of pinballs — inside or outside mount.
- **Mechanical Skee-Ball Ticket Kit M-300** — Replace out-of-date dispenser or add tickets to your mechanical alleys.
- **Novelty Game Ticket Kit** — Adaptable to a large group of mechanical games.
- **Digital Display — 2-1/2" or 5"** — 7 segment display for scoreboards, clocks, etc.
- **Alley Simulator Model E Or Model H** — Bench test your Skee-Ball Electronic Units.

The V-100 Video Ticket Kit Is Adaptable To A Wide Variety Of Games

Features

1. Low voltage (12 volts) ticket dispenser.
2. Easy installation.
3. Plug in solid state control board & ticket dispenser.
4. Thumb wheel switches allow operator to change ticket settings in a few seconds, such as:
 - A.) Total number of tickets per game.
 - B.) When first ticket is issued.
 - C.) When following tickets are issued.
5. Hood over ticket slot keeps out coins.
6. Ticket meter, 6 digit.

For additional information call or write
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 8th & Maple Ave.
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Flexible pricing on the tokens — a 30 minute session is usually \$5.00-\$8.00. Possible 40/60 split with locations. This is the biggest hit since the jukebox! BE THE FIRST TO RAKE IN BIG PROFITS FROM THIS NEW FANTASTIC BUSINESS!

INTRODUCTORY PRICE TO CANADA \$2900.

Affordable equipment will last for years. For manual models. Tokentimers and coinboxes are included.

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DEALERS WANTED!

Rock-Ola SUPERSOUND 2

Jukeboxes

Rock-Ola Mfg. Corp. is now supplying their new 'Super Sound 2' full jukebox for the '86 season.

Two cabinet colors are offered in this 200-selection line: the Model 490-1 in Blue and the Model 490-2 in Warm Tones. Many of the features of Rock-Ola's previous full jukebox are retained, but the new phonographs offer some internal improvements:

The power supply, for example, has been completely redesigned for higher reliability and simple servicing. Three voltages were eliminated; a new solid-state switching circuit replaces the relay; a new simplified protective circuit utilizes electronic fall-back protection and a new single piece PC board is designed for easy circuit tracing and accessibility.

The selection module has been redesigned for greater simplicity, employing readily available LED displays, single voltage and ribbon cable. The coin slot is now illuminated. The jukebox's S-2 Central Control Unit has been modified for the ribbon cables, simplified voltages and



includes the light sequencer PC board in the software.

The side decor on the cabinets for the Blue box has a new acrylic adhe-

sive on appliques; the Warm Tone machine has a walnut vinyl laminate.

There are certain items on the 490 series not interchangeable on the previous boxes but many features remain the same from that box to the new ones. The same proven mechanism, **Opto-Sensor record selecting system** and Accu-Track tone arm are here.

The 490 series has 12" speakers equipped with 29 ounce permanent magnets and 6" high efficiency full range speakers with 10 ounce permanent magnets. Both sets of speakers are matched for clarity and brilliance, creating what **Rock-Ola calls the "Super Sound" system.**

Centralized Control system has one button that automatically selects up to ten top tunes and a new push button pricing system enabling operators to change prices. The software also computes total selections, plays (most and least) and counts weekly and cumulative income.

Service is from the cabinet front; and its self-contained diagnostic system simplifies electronic servicing.

Optional accessories include a dollar bill validator, microphone kit and remote volume control.

Williams' 'High Speed' Driving PinGame

Williams appears to have another breakthrough with **'High Speed,'** the first "driving" pingame. Some operators are saying it's even better than 'Comet' and 'Space Shuttle'; one operator called it "the pingame of the decade."

Williams says this hotshot performance is due to "a new level of intelligence in software" for player excitement and operator convenience.

Game play: action begins when the player "runs a red light" with his ball. Multiple ball play starts, sirens shriek, the police light on top of the backbox flashes, the player hears an "all points bulletin" and the sounds of engines revving, and original chase music plays.

The player shoots his pinballs over ramps and down "freeways" (long tubes). If a ball lands in the "hide-out," a bonus is awarded. Cumulative scoring from player to player and even from game to game is possible, with the jackpot of points building continuously. An alphanumeric display provides scores, information and game instruction.

Operator features include: pivoting playfield for software access; alpha-numeric display of operator-adjustable fea-



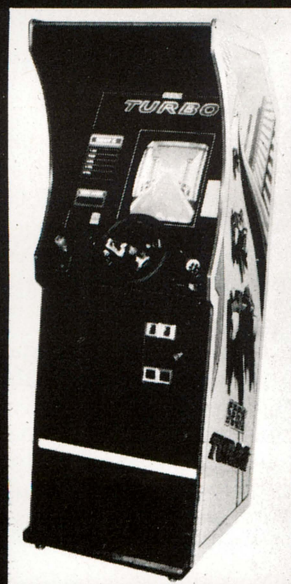
tures; automatic switch testing; automatic re-programming of game play to compensate for any malfunctioning switches; malfunction alarm system with printout of bad switch on display (activated when game is turned on); automatic replay percentaging; option of fixed or multiple skill difficulty and replay levels.

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LICENSED BY COIN-IT

BUGGY CHALLENGE

AS SEEN ON REPLAY'S PLAYERS' CHOICE CHARTS...



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When does a good investment
become a *GREAT* Investment?
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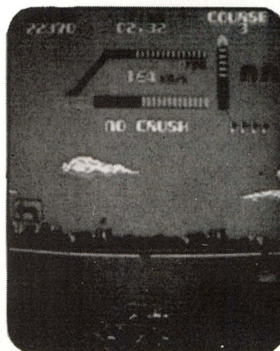
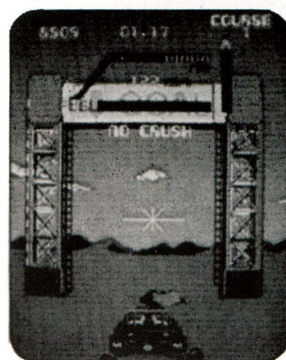
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Nomac Ltd. Launches \$50,000 'Pub Time' National Championships

Nomac Ltd., the manufacturer of 'Pub Time' dart machines, has officially kicked off its 1986 \$50,000 National Championships promotion. Qualifying Kits are now available for purchase through Nomac headquarters in Algonquin, Ill.

The \$50,000 program will consist of three levels of play: **1** local playoffs in taverns across the nation; **2** three \$10,000 Regional Playoffs, scheduled to take place in Seattle, Minneapolis, and Orlando during the month of July; and **3** the \$20,000 National Playoffs at the Tropicana Hotel in Las Vegas, Aug. 15-17, 1986.

The program is open to all operators of electronic dart games, regardless of the brand of game.

The purchase price of each Qualifying Kit is \$50 and there is no limit to the number of kits an operator may purchase. Each kit contains 16 Qualifying Certificates which are good for free entry into the three \$10,000 Regional Playoffs. The top twelve teams in each of the nine categories of play at the Regionals will qualify to compete in the \$20,000 National Playoff in Las Vegas.

Each kit contains everything the operator will need to run four series of Qualifying Tournaments in his locations. It is recommended that he run one for each category of play:

- Men's Doubles
- Women's Doubles
- Open Singles (open to both men and women)
- Mixed Doubles

Step-by-step instructions, announcement posters, rules, sign-up sheets, double elimination charts and the Certificates of Qualification come in every kit.

There are no entry fees for the players at the Regional or National Playoffs.

Once a player has qualified at the local level, a one-time \$10.00 registration fee must be submitted along with his name and qualifying information. As with **Nomac's \$20,000 Four State Championships** that was held last November in Chicago, all players will be classified according to their skill levels based on their performances at the local qualifying tournaments.

All players who participated in the \$20,000 Four State tournament are automatically qualified to play in that same category of play at the \$20,000 National Playoff. All they need do is pay the \$10.00 registration fee to **Nomac**. They may also compete in the \$10,000 Regional Playoffs without once again qualifying at the local level, although they may want to attempt to qualify for other categories of play (such as both Doubles and Singles).

More information on the \$50,000 'Pub Time' National Championships may be obtained by contacting at **Nomac Ltd.** at: 901 Armstrong St., Algonquin, IL 60120; 312/658-6166

Frankfurt's International Amusement And Vending Trade Fair "A Major Success!" . . . With Over 12,000 Visitors

Immediate reaction from exhibitors and trade experts on IMA '86 world's largest international amusement and vending trade fair which ended recently was that it had been "the best ever".

According to the trade fair organisers messrs. HECKMANN GMBH, Messen and Ausstellungen about 12,600 visitors went to Frankfurt for the fair, an increase of about 1,600 on last year. With trade experts coming from 25 countries, 112 exhibitors from eight countries and 10.5 per cent more orders booked than in 1985, this event has now elevated itself to the number one position in the world in this trade and industry sector.

This year the major attractions were the latest in quiz games, tv games imulating all sporting activities (tennis, soccer, golf), electronic darts as well as the good old flipper. . . Somewhat unexpectedly, this time-honoured veteran is back.

In the limelight, thanks to revolutionary new playing ideas. Billiards — once the game of kings — is apparently well on the way to becoming a highly popular game, judging by the tremendous growth of demand at this year's fair.

In general terms, the fair showed the trend is clearly towards the active type of games. In particular, the demand for interactive game ideas has been met by the development of quiz games.

The automat sector of the manufacturing industry has picked up the overall atmosphere of enhanced investments . . . this is partly due to recently created legal support for the gaming environment. While the new youth protection act and the ordinance on gaming establishments does not fully come up to what manufacturers and the trade had hoped for, the companies concerned do, at least, by now clearly know what legal stringencies they have to comply with. . . The previous uncertainties are a thing of the past.

Also, a large section of the tobacco products wholesaling trade was in Frankfurt to learn about the latest in vending machines. Battery-powered cigarette vending machines created particular interest.

Taken altogether, the IMA '86 was fully in line with the strong upward movement of the economy. Being the largest special trade fair of its kind this event is well on success street.

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CHOPLIFTER	Horizontal Search and Rescue Game	SALE PRICE \$495.00
FLASH GAL	Horizontal Adventure Type Game 17 Different Patterns	SALE PRICE \$395.00
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RUSSIAN ATTACK	Horizontal War Adventure. 10 Segments of Action & Excitement	SALE PRICE \$395.00
SHOOT OUT	Horizontal, Six Segments of Gangster Action Limited Quantity	SALE PRICE \$495.00
TIGERHELI	Vertical Shooting Type Game This Game is Now Rated No. 1	SALE PRICE \$425.00
KING OF BOXER	Vertical Boxing Challenge Excellent Money Maker	SALE PRICE \$395.00
COMMANDO	Vertical Vietnam War Game Excellent Graphics and Sound	SALE PRICE \$395.00
TRIVIA WHIZ	Horizontal Mount, North America's No. 1 Trivia. Many Different Programs Available	SALE PRICE \$395.00

SPECIAL CLEAROUTS Limited Quantity First Come First Serve Basis

EXED — EXES	—	\$295.00	PITTFALL II	—	\$375.00
YEI-AR-KUN-FU	—	\$295.00	MICKIE	—	\$195.00
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MAG-MAX	—	\$350.00	COUNT OF DRUNGA	—	\$295.00
PHOTO FINISH	—	\$295.00	JR. PAC MAN	—	\$195.00
KICK START	—	\$295.00	SUPER BASKETBALL	—	\$195.00
			KUN-FU MASTER	—	\$350.00

PARTS SPECIAL

JOY STICK	\$ 9.95	MIDWAY FANS	\$12.95
EDGE CONNECTORS	\$ 2.50	SPEAKER 3 x 4	\$ 1.95
FIRE BUTTON ASSEMBLY	\$ 2.50	SPEAKER 6 x 9	\$ 4.95

FUJI CO. IS NOW MANUFACTURING ALL PC BOARDS, FOR FAST AND EFFICIENT SERVICE CALL —

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Bally Sente Calls On Locke To Develop High Volume Business



Tom Locke

Tom Locke, hired as Vice President of Sales Development for **Bally Midway Manufacturing** has been assigned to develop new product lines, and also to handle the additional responsibility of developing National Account sales for **Bally Sente Inc.**, the research and development company which designs and markets video game software for the **SAC I** interchangeable game system in Sunnyvale, California.

Both companies are subsidiaries of Bally Manufacturing, Chicago. Mr. Locke continues to be accountable for marketing strategy, market research and sales analysis of new products for Midway, and works out of its offices in Franklin Park, Illinois.

Mr. Locke defined the target market for this expanded assignment. "The focus of our National Accounts Program is large nationwide and regional chains not currently in the video amusement business and who have the potential to purchase a large number of games at one time for its opera-

tions. Likely candidates are some convenience food stores, fast food chains and certain restaurants with casual ambience."

He further explained that some of these customers have typically never operated video games or have removed them within the past few years. In the past these customers thought the cabinets of video games might have clashed with their decor, or they found the sound package offensive, and coupled with problems related to the rotation of games, they were virtually "scared off."

However with the introduction of **Bally Sente's system approach**, and its easy game change feature and high reliability, they no longer have to worry about extended downtime, or about rotating heavy equipment. Any of their employees can be trained on the 10-minute software installation. Naturally, all this affects daily revenues and their attitude toward video games. Bally Sente's first national account has been signed, and 200+ games are in National Convenience Stores in operations from Florida to Nevada.

Several other aspects of the **Sente System** make it very saleable, according to Locke. "I think the new Sente cabinet is about 99% more attractive than most on the market. It fits better into any decorative scheme because its less brash and more tasteful. Add the fact that Sente is committed to further software development which naturally ensures game availability — and you have a very appealing package to sell."

Locke stated that all National Account sales will be coordinated with authorized Bally Sente distributors across the nation. "The success of any nationwide sales program depends so heavily on the talents of our local Bally Sente distributors that they must be involved. Their expertise in software selection, service support and local conditions is essential, and allows the national account to maximize its profits."

Gauntlet Maze Design Contest

Atari has announced plans to initiate a player maze design contest for their latest hit video game Gauntlet. Anyone can enter, except for employees of Atari Games Corporation and their immediate family members. Twenty-five winners will be selected from all entries.

Winners will receive a free Gauntlet t-shirt of their choice (Thor the warrior, Thyra the Valkyrie, Merlin the Wizard, Questor the Elf, or a Gauntlet "team" t-shirt depicting all four characters).

Attention Operators:

By sponsoring a winning player entry, operators will receive a free Atari System I Indiana Jones and the Temple of Doom kit.

Operators can create excitement within their locations

by promoting the Gauntlet maze design contest and win a prize of their own. Be sure to add your company name, address and phone number as the sponsor to your players' official entry form.

Write to Atari Games Corporation, Player Maze Design Contest, 737 Sycamore Drive, Milpitas, CA 95035, or phone (408) 434-3950 to request your official entry form(s). Please state how many forms you require. Photocopies or facsimiles of the official entry form will be accepted for eligibility provided entries conform to the 8" x 8" size and the other parameters of the maze design as detailed in the Maze Design Contest Packet.

Contest entries must be postmarked no later than March 31, 1986, so hurry!

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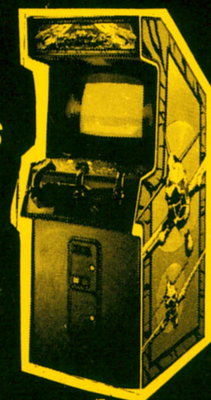
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Rowe's Video Jukebox

The **Rowe video jukebox** for 1986 incorporates Rowe's newly-released 'Sapphire 90' audio jukebox with a 130-watt amplifier and full stereo system, plus a 25-inch diagonal color monitor mounted on top of the unit. It plays up to 40 video selections, as well as 160 audio selections.

The video jukebox can be expanded to include extension speakers, remote monitors and even projection video screens. Video tapes are played on a pair of computer-controlled players mounted inside the unit.

Video plays are priced at 50¢ each or two for \$1. Audio selections are priced at 25¢ each; 5 plays for \$1. The unit includes a bill acceptor that accepts both \$1 and \$5 bills and can be programmed for virtually any pricing, credit or bonus modes the location owner wishes.

Specialty video tapes featuring Country, Urban/Contemporary and Rock/Pop are replaced monthly so that locations can tailor their video selections to the audiences they attract and be assured of the latest releases every month. Each specialty tape includes approximately 20 selections of the designated specialty and 20 current selections with general appeal.

Rowe International, Inc., 75 Troy Hills Rd., Whippany, NJ 07981; 201/887-0400.

Tehkan's

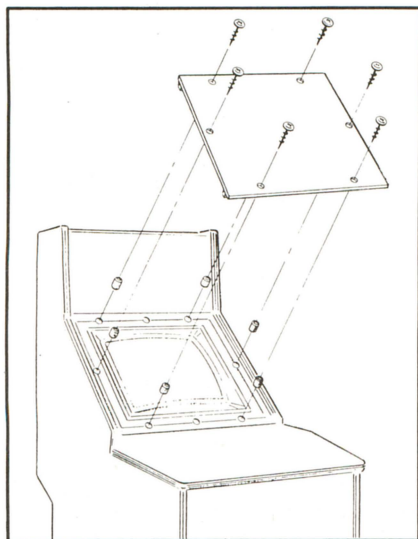
'Pinball Action'

Conversion Kit

'Pinball Action' is a new video game conversion kit from **Tehkan, Inc.** It features four different, "fully-animated" playfields, as well as authentic sound effects, which simulate that great, classic game of pinball.

Players can even "shake" the playfield. It comes complete with PC board, FCC metal cage, wiring harness, pinball-type control panel, marquee, control panel overlay, side and monitor decals, tech manual and plexi.

For more information contact your local distributor or for referral contact **Tehkan, Inc.** 18010 Andria Maru Lane, Carson, CA 90746; 213/329-5880.



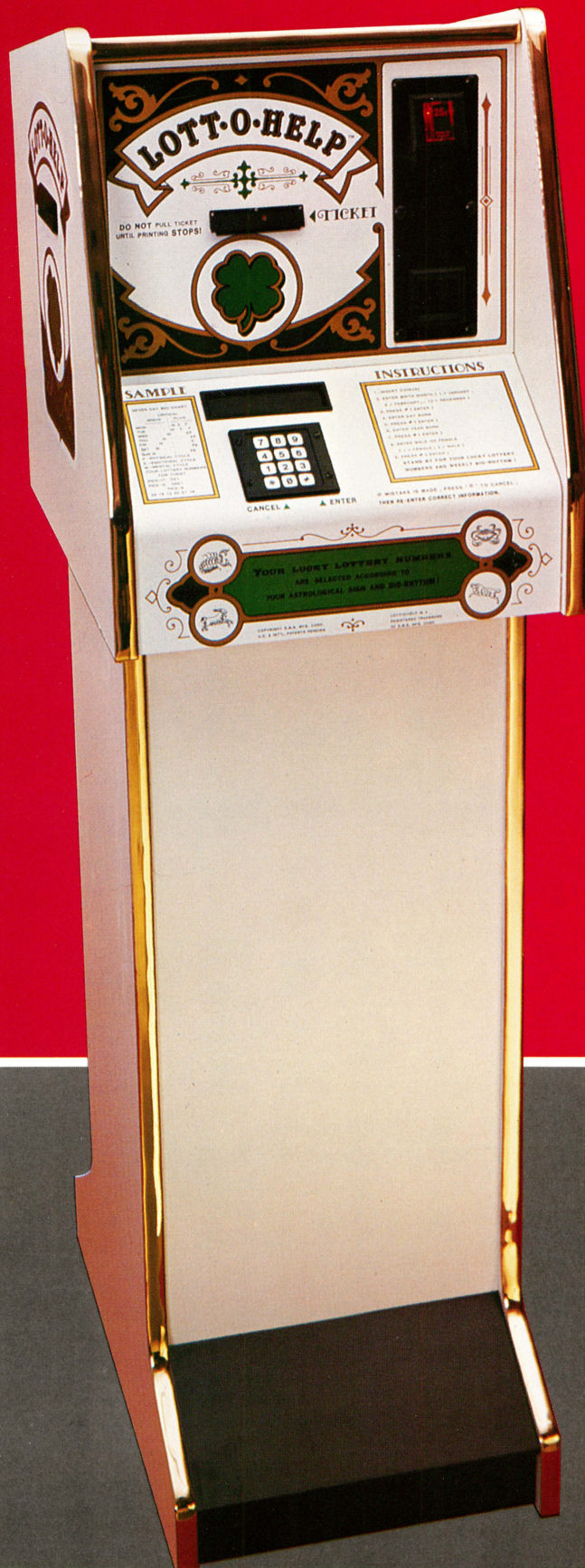
Atari Releases Monitor Shield Kit For Gauntlet

In response to many requests from the industry, **Atari** has designed a monitor shield for Gauntlet, their latest hit video game. The monitor shield kit will be sold to operators through their local Atari Distributor. The kit includes a tinted piece of plexiglass, and sealant foam tape, six screws and spacers for mounting to the existing leak-proof monitor bezel.

According to Peter Takaichi, Director of Design Services for Atari, "We are certain that the existing exposed monitor and bezel are reasonably shatter-proof and water-tight. Our safety tests have proved this beyond doubt."

Atari has designed this monitor shield kit especially for operators who may be concerned about vandalism in unsupervised locations.

~LOTT-O-HELP™

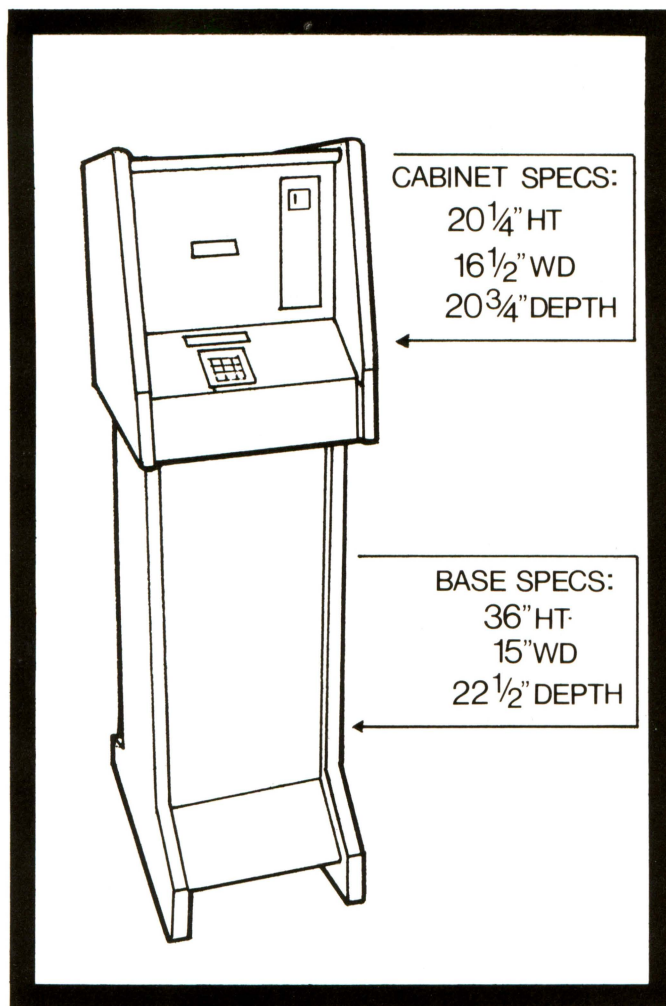


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Your Weekly
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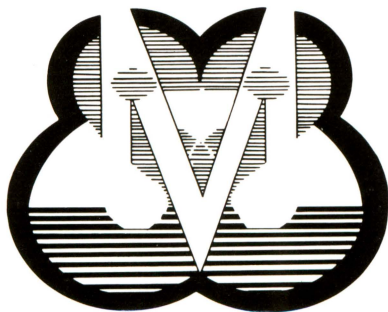
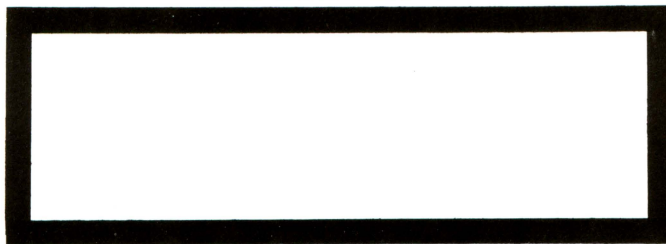


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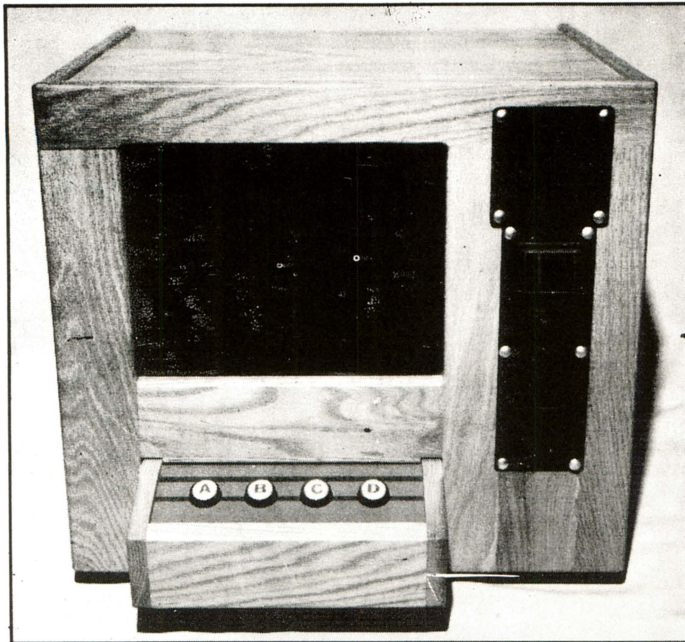
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PROGRESSIVE MUSIC TRIVIA

Available In 2 Different Kits



Progressive Music Trivia by PGD of El Cajon, CA, the new trivia kit that plays music as well as regular written trivia questions, is now available in two different kits in a variety of forms.

The first kit is a standard P.C.B. kit that includes plexiglass marquee header, lit buttons, labeled wiring harness,

lexan control panel overlay, complete printed circuit board, assembly instructions and schematics.

A new kit has recently been introduced which will convert your trivia master to Progressive Music Trivia.

It is necessary to turn your old circuit board in to your distributor. He will return it to PGD to be reassembled with the new board containing the music questions. PGD promises one day turn around on the new board. This kit contains all of the items listed in the universal board kit.

The 2 kits can also be shipped in a variety of configurations. "We have had different requests as far as categories go. With the additional four music categories now available, many of our customers are ordering the kit with 4 music categories, instead of the three music categories and two regular trivia categories. We also are selling many of the kits with one music category and six written categories. This configuration allows the operator to feature the novelty of one music category and hold twice as many written questions as Trivia Master," stated company president David Stroud.

Progress Music Trivia features built in hardware diagnostics, non-repeatable questions through battery back-up, horizontal or vertical monitor and table flip flop are all handled through software settings. One kit fits all games.

Two separate operator programmable advertising messages of 144 characters each are also contained in the software. There are 30 regular trivia question categories and seven music categories available. Just plug in the new chips.

Also, the bookkeeping features a resettable coin meter. It tells you the number of times each category was played as well as how many 1, 2, 3 or 4 player starts.

For more information please contact your local distributor or call PGD at (619) 449-9010 for referral.

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(207) 667-7467

Speed & Simplification of Administering Pool & Dart Leagues

Hanson Distributing developers of the ITC computer control system for music and game operators, has announced the addition of a new software module designed to speed and simplify the administration of pool and dart leagues.

Hanson's **Ray Hibarger** reports that the new module will maintain all league statistics and will handle the financial accounting functions involved in league sponsorship.

Like all ITC programs, this one was designed for maximum "friendliness". "It's easy to get people running it," he said. "Our objective throughout has been to overcome 'keyboard phobia' — the fear many people have that they'll destroy the system if they make a mistake at the keyboard."

The league administration module is the latest in a wide array of ITC functions. Also new is a Vehicle Maintenance routine, designed to minimize fleet expenses by flagging scheduled service and by tracking operating costs.

"We've also provided some revision to provide for tying our software into a general-ledger program," Hibarger added. "Essentially, this involves making it 'account-number oriented'. Many operators didn't see the need for this, but their accountants did, so we're making it available

for people who need it."

The previous version of the package is oriented to equipment type rather than account, which operators have traditionally found more useful. The new general-ledger interface capability will become increasingly popular as operators recognize the real value of a computer system, Hibarger believes.

"The computer will assist in the process of rebuilding the games business," the industry veteran said. "Operators can control costs; they can sharpen things up."

Full awareness of what the old "geographic imperative" is costing — Hibarger defines this as the visceral feeling that no competitor must be allowed to enter an operator's territory, regardless of the profitability of the location he's going after — will lead to better marketing practices and improved profits, he added.

The Hanson/ITC system is available for ComputPro (multi-user) and IBM "PC" (stand-alone) computers. Information may be had from Hanson Distributing at 9201 Penn Ave. South, Suite 1, Bloomington, Minn. 55431, or by calling (612)-884-6604.



New
Catalog
Available

A full color accessories brochure of "English Mark Darts" factory issue equipment is now available from **Arachnid Inc.**

This catalog features the full line of English Mark Darts accessories including darts, flights, sportswear, Smart Darts™, and many other popular items.

With the constantly growing popularity of English Mark Darts, more and more locations want to offer the players a chance to purchase these high quality Arachnid products.

For copies of the all-new English Mark Darts accessories brochure, or information — contact:

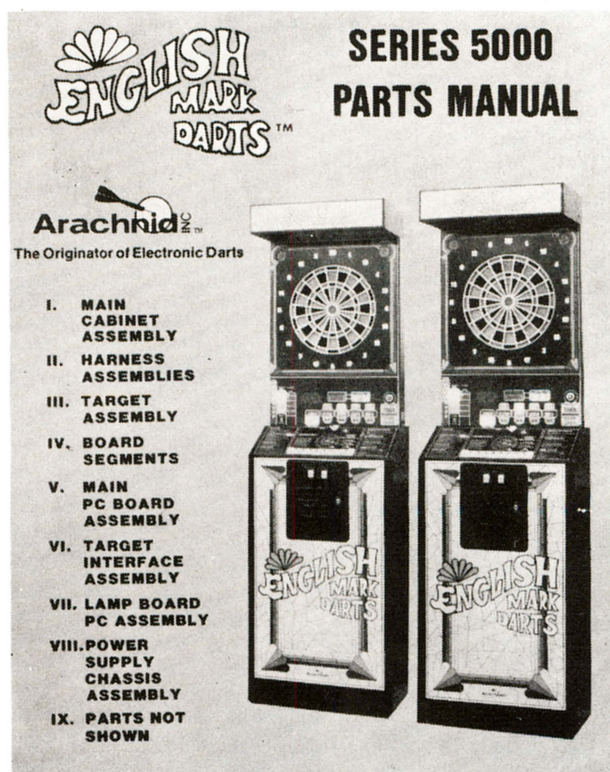
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Bell Answers Call To Expand Credit-Card Pay Phone Service

Dialing anywhere in the world from a public phone booth will soon be a credit-card call away.

Six months after starting a pilot project enabling people to use credit cards in pay phones, **Bell Canada** plans to add long-distance services outside North America.

Already, the service has been a big hit with business travelers. However, at 76¢ a local call (51¢ is charged just for the luxury of being billed), the telephone company admits the phone has been a success almost exclusively with long-distance customers.

"It seems there is a general shift from people paying in cash to using credit cards," says Gary Rynyk, section manager, business development, at Bell in Ottawa.

"What we were looking at was the added convenience of being able to serve our customers."

There are 100 of the credit-card payphones in Toronto and Montreal, strategically placed at busy locations, such as airports, hospitals, hotels and bus depots. Each contains a special slot with a magnetic reader that accepts Visa, MasterCard, American Express, and calling cards issued by **Telecom Canada's** nine member companies.

The phones, which cost slightly more than the regular pay phones (which range from US\$500 - US\$1,200 in price), were manufactured by **R-Tec Systems**, Bedford, Tex. The processor was produced by **Southlake Technologies Inc.** in Washington, D.C., and the software and support system were developed by Bell.

Rynyk says 100,000 calls have been made on the phones, 70% of them long-distance within North America.

The Canadian pilot project follows a similar test in the U.S. two years ago when **AT&T Communications Inc.** installed the first credit-card phone in the Cincinnati airport. Now, AT&T has more than 5,000 card-caller phones, mainly in hotels and airports.

"People like the phones and they seek them out," says Patty Wainwright, staff manager, media relations at AT&T.

She says for calling long distance the card-caller phones are cheaper than dialing direct or charging a call to a third party.

With a credit card, a long-distance, person-to-person call has 60¢-\$1.05 added for service charges covering handling and card processing. A direct person-to-person call from a regular phone has a flat fee of \$3 slapped on it, and a collect call and/or charge to third party calls adds 75¢-\$1.55 in service charges.

Charges for local calls come under the jurisdiction of local telephone companies, but Wainwright says long-distance calls outnumber local calls in the U.S.

Customers prefer using credit-card phones for long-distance, but Bell's Rynyk believes they will become increas-



Credit-card service outside North America will be added soon

ingly attractive for local calls as more people switch to plastic money.

However, some analysts aren't convinced these phones have made a significant dent in the market, yet.

"I feel that they are certainly more convenient but I'm not sure they are entirely necessary," says Robert Freedman, a consultant with **Angus TeleManagement Inc.**, in Toronto.

Steve Reynolds, a consultant with **Evans Research** in Toronto, thinks the pay phones are "something that's a little before their time." He says there are enough cheaper alternatives for the consumer.

Freedman says the extra 51¢ doesn't bother him too much.

"There have been too many people in the past walking around without coins for the telephone," he says.

"The convenience is worth the additional pennies, but don't expect them (credit-card phones) to replace regular coin phones."

— Theresa Tedesco

Tehkan Introduces "How To Play" Booklet For World Cup!!

Tehkan, Inc. today announced that "**HOW TO PLAY & MASTER**" booklets will be introduced with the new "**WORLD CUP**" soccer video console cabinet game. These booklets are helpful to teach players how to play and master a variety of "techniques" required in game play.

Recently, in Japan, a "**HOW TO MASTER**" video game booklet became a best seller. This form of publicity for video games will be positive in attracting greater player support!!

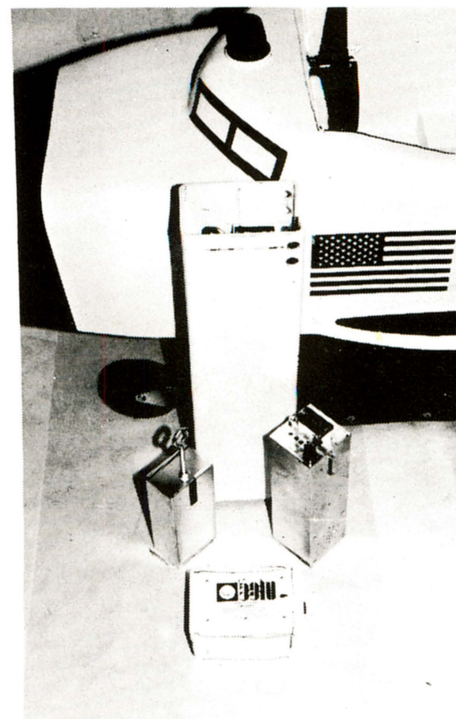
Utec Intros Solid-State Coinbox Control System

Utec, Inc. in Cincinnati, Ohio announces the availability of an **all-new, state-of-the-art, solid-state coinbox control system.**

The design uses the current high-tech approach of a plug-in module. The coin sensor is customer adjustable for any size coin from ten cents to a silver dollar. Magnetic oriented slugs are sensed and fail to activate the con-

trol circuit. The standard adjustable time cycle is from 30 seconds to 6 minutes.

When solid-state sound is incorporated in the control system, a volume control is furnished. Small LED lights indicate the power-on, slugs, and the time cycle, while an electro-mechanical counter counts each time cycle. The power supply voltage can



be either 110 VAC or 12 VAC.

The new coinbox is adaptable to and will replace old Utec coinboxes already in the field.

All new Utec Kiddie Rides will be furnished with the new coinbox, as well as, with the all-new, ultra-secure **"Vault" coinbox.**

The **"Vault"** is a continuous steel column from ground level measuring 4" x 6" with a 3/16" wall thickness. Because the **"Vault"** is welded to the base of the ride, no further security covers are required.

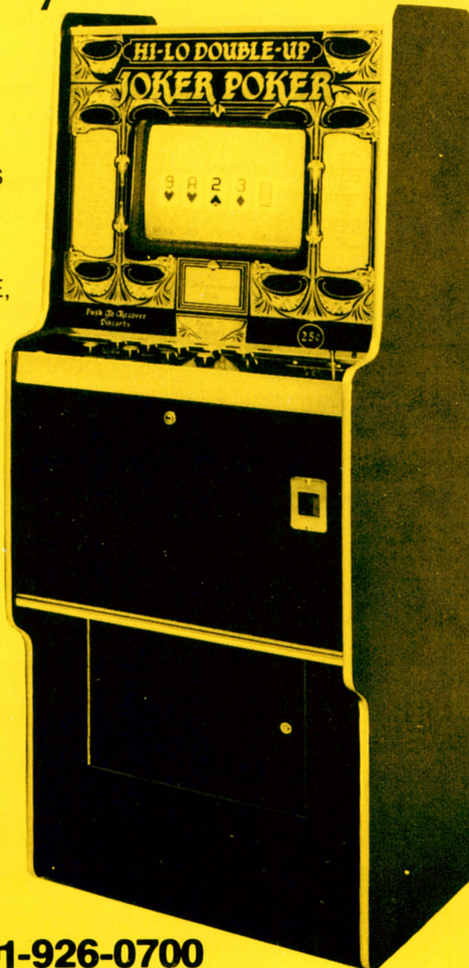
Although the new control system was initially designed for **Utec Kiddie Rides**, Utec plans to market the coinbox independently to many other applications and products in the coin-operated industry. For more information, contact:

Utec, Inc.,
P. O. Box 12530,
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Proper Adjustment And Understanding of Players "Wants" In Games Can Make Big Differences in Profit "Take" And Longevity

These difficult days Music, Games and Amusement Operators all want to get the absolute maximum play possible out of their equipment. . . That means keeping it in top notch operating condition at the same time doing everything possible to ensure people will play it often.

Operating conditions means keeping phonographs and games of all sorts attractive, scrupulously clean, mechanically and electronically. . . and if kiddie rides are involved, hydraulically.

Luring people to play, means advertising, contests, gimmicks and inducements of every sort as well as providing the latest and very best games. But this also means more than just that. . . It means ensuring that the players feel that they are getting good value for the money they put into music, games and amusement pieces. . . getting "their money's worth."

All these seems no more than good basic operating. We've all seen beat up, filthy, poorly functioning and broken down "out of action" pieces of equipment in various locations. Obviously they make money for neither the location owner nor operator. . . so why do they exist? A good question to which there may be valid reasons though more likely not. At least this is a very apparent malaise which can easily be corrected if there is an appreciation of what is lost by permitting such a state of affairs to exist, and the "will" to put things right.

Play value for money" is something less readily apparent and much harder to determine. When play falls off quickly on an expensive newly placed game, it's not so easy to arrive at the real reason which may be causing this to happen. Usually it's simply put down to the particular game lacking player appeal or longevity. However, these may not be the reason a game drops off and fails to do well. . . It may well be due to two or more of a number of reasons. Apart from the appearance and functioning state of games, players will almost certainly be turned off by a game that is too easy for them or, too hard. They will rapidly be turned off by a game which is of much too short a duration, one which takes their money and quickly shuts off.

Bad lighting or bad sound will put off players; so will sound at the wrong level of volume, too low, or, too loud. If a game has the wrong feel to it, players will eschew it. . . So they will if it is just a copy or, apparent variation of another game.

Pricing will discourage players rapidly as many Ops who pushed 50¢ play will testify. Some of these reasons for players being put off are endemic in particular games and there's little, if anything, an operator can do about that, except to **purchase the right equipment in the first place.**

And of course, there's the wrong piece of equipment at the wrong time and at the wrong place for the wrong

crowd. . . That, too, is a purchasing and placement problem which can only be corrected by operator knowledge and astuteness in buying and locating.

Just what can an Operator do to get more out of a machine assuming that it's a good game, is clean, good looking and good operating. . . yet doesn't seem to attract the play it should or has fallen off rapidly?

Actually, there's a great deal an operator can do to make most existing videos and pins more attractive to players. The first thing to start with is to find out what's wrong. . . why players ignore a machine which would seem to offer them a lot. There's no easy answer to this but there is an answer and to get it takes time and patience and it can only be obtained directly from players, by operators and their route people and location owners and employees.

To find out what ails a game is somewhat akin to operating Juke Boxes which don't get the play they should be getting.

The answer to too little play has to be obtained from the people whose money is wanted. . . the players.

The players must tell an Operator directly or through other people what, in their opinion is wrong or lacking in a video or pin and what they like or would like from it. To obtain this information, questions must be asked of players or time must be spent watching them at play listening to their remarks. Someone must get down finding out what clients of locations actually think of the games within them and why they feel as they do about them.

One supposes a list could be put up soliciting remarks and comments for each game in the manner of a request list for a Juke Box. To expect relevant answers from many patrons of videos and pins is, however, wishful thinking, but it's a thought and only Operators can evaluate the worth of the idea to their own particular locations and customers.

The other means of finding out what's wrong, with a game lies in its performance, what it produces in income and the pattern of its rise, hold and fall. Only players can provide that information, so unless the Operator can get what they think and feel about a game, he has to guess why they don't play or do play it.

If a game is off in play, the usual remedy is to replace it with another, rotating it around a number of locations. This will often work surprisingly well, but it doesn't necessarily get to the real faults of a game as players perceive them.

Apart from rotating games, what can Operators do to resurrect a game which fails to hold players' interest?

"It's all rather like operating juke boxes, game programming has to be tailored to customers in order to get the maximum use of them."

Actually, there's quite a lot that can be done. Videos and pinball games alike to motorcar engines can be adjusted and tuned to improve their performance and usability. There are adjustments on most games covering several aspects of their functioning and they can be made easier or more difficult to play. Duration of play can be shortened or lengthened. In the case of pinball games the number of balls can be increased or reduced. Sound levels can be raised or lowered.

Prices for play can be changed using either coins or tokens. Free plays can be given in different proportions to total play and scores.

In short, the way a game is set up and adjusted can well influence its playability and appeal to players

Curiously enough, not every operator is fully aware of this but they most certainly ought to be for their own benefits.

Top Maintenance of Pinball Games Imperative

Number one, they should be kept scrupulously clean in order to play properly. . . this doesn't just mean externally though, appearance too, is very important. Dirt, dust and grease or spilt drink residue must be removed from the play field, and moving parts must be free and lubricated where called for. The pingame must be properly levelled laterally, and fore and aft, if it is to play properly. Plungers and springs on older games, buttons on newer ones must be free and in good condition. Flippers must move freely. Rubbers must be in good condition at all times so that they are alive.

Actually, the games which are sent out of a factory. . . be they completed games, or conversions on location are not necessarily the same games as sent at all. This is because videos and pingames, to some extent, can be made by "playing about" with them to be substantially different from one another in the ways in which they play and the impressions they impart to players. Not all operators are fully aware of this. . . and in their unawareness may well be losing revenue by not taking full potential of what they can get out of their machines.

Most games come out "set-up" by the factory which produced them and it's probably a very good compromise to suit the average location. . . But, not all locations are average and so, whilst the factory setting may suit some very well, there's little doubt that there may well be others which such a setting does not suit at all.

Operators should never lose sight of the fact that what they are primarily selling is entertainment!

They may also be selling with their locations ambiance, atmosphere, gregariousness, and tangible articles, but if

games are there they are solely for amusement and enjoyment. . . In other words, "entertainment." That is what the player puts in his or her coins to obtain, and if they like it they'll go for more; if they don't like something about the game they'll largely ignore it and there won't be repeat plays. Therefore, a player must be given a game he likes. . . And, if it doesn't offer the entertainment or value they think they should have for it, they won't give it much of their time nor, money. Oftentimes a simple change in the way a game plays can completely alter players' opinions of it for the better, and Fortunately, games can usually be quickly and simply altered.

Are Games Giving Your Customers Long Enough "Play"?

Videos unlike pinballs usually aren't set up to give free plays, rather are they set up for the time play is permitted or, for difficulty of play. If this is wrong and it often is, players will be quickly turned off the game. If you've watched players, particularly youthful ones, you may have noticed at times that a person will put a quarter into a video and has hardly done a thing before the play shuts down. All too often an inexperienced or new player will be seen to put in another coin without doing any better, only to bang the game and walk away in disgust, feeling cheated.

This will result from the game being set up "too tightly or, at too high a level of play". In the first instance, permitted play time is cut very short, perhaps little more than a minute. . . In the second case the player was cut off from further play very rapidly because he, or she, lacked the skill or experience to make the right moves.

Such "cheating" games should be adjusted to give a longer time of play in the first case up to three minutes has been found to be satisfactory. In the second, the game should be reset at a lower and simpler level of play so people are not quickly discouraged from playing. Now, there are exceptions to this latter. If the location has a preponderance of older experienced adult players a different situation exists.

How Can An Operator Determine That A Game Should Be Altered?

Quite obviously when it's not doing well. If it's not doing well upon installation an on-the-ball-operator will do well to find out what's wrong, whether it's a truly bad game or just one which is badly set up from the factory. In practise, increasing play time or difficulty of play as set can readily turn a dud into a good earner. Otherwise, if a well played game begins to drop off in play, it should be investigated. . . In this case the game's players may have mastered it and concluded it's too easy. Raising the difficulty of play and announcing the fact has proven to give show games a new lease on life.

Arachnid Sponsors National Darts Championships In Chicago May 24 - 26

Arachnid, Inc. (Rockford, Ill.), makers of 'English Mark Darts' electronically-scored dart games, has come up with a novel approach to a national dart tournament — an approach that should make faithful dart league players happy.

Arachnid's 1986 dart tourney is called the "Bullshooter National Challenge" and will climax on Memorial Day weekend (May 24-26) with the \$25,000 National Championships at the Ramada Inn Rosemont near Chicago.

But here's the catch: "There are no qualifying tournaments," said Arachnid's Tournament Co-ordinator Russ Peters. "The operator is supposed to run a league and simply award the qualifying certificates (which entitle players to participate in the National Championships) to players who participate in the league.

They don't necessarily have to be the winners; they can be anybody the operator chooses. We suggest that operators award the certificate to faithful league players who are willing and able to travel to the National Championships."

Russ Peters further explained: "We are trying to avoid the problem where an operator runs a league and has faithful players who don't get to go to the national championships, because an out-of-towner comes in and wins the qualifying tournament. We want the people who participate in our leagues and in our 'Bullshooter Magazine' to be in our national finals."

This sensible approach has generated operator interest from Alaska to Florida and many states in between. Interested operators do not necessarily have to use Arachnid dart games. All they must do is: buy a \$50 qualifying kit and hold league play in their location(s). Operators may purchase as many as three kits, and 12 players may participate in the National Championships for each kit purchased.

The kits contain 12 certificates of qualification (eight for Open events, four for Women's events), plus information and rate cards for the Holiday Inn Rosemont, as well as an explanation sheet and registration form, instructions on how to set up a league and two full-color posters to publicize league play and the championships.

Operators will also receive a 50-issue per month subscription to 'Bullshooter Magazine' for each kit purchased. Operators can give these magazines, which report league play results, to league players, who will then have the pleasure of reading about themselves and their fellow players from all over the nation. Arachnid has been publishing the magazine for 17 months.

The Bullshooter Challenge \$25,000 National Championship

will offer generous purses to winners. Four events will be held —

- Open Singles
- Open Doubles
- Mixed Doubles
- Women's Doubles

with a \$2,000 first-place prize in each event. Every player up to 24th place will receive a cash prize.

Interested operators may get involved in the Bullshooter Challenge as late as mid-April. Qualifying kits contain a registration form which should be returned to Arachnid by May 1.

Contact Russ Peters or Sam Zammuto for kit purchase or for more details at Arachnid, Inc. P.O. Box 2901, Rockford, IL 61132-2901; 815/654-0212.

TEHKAN

Changes Name To Tecmo!!

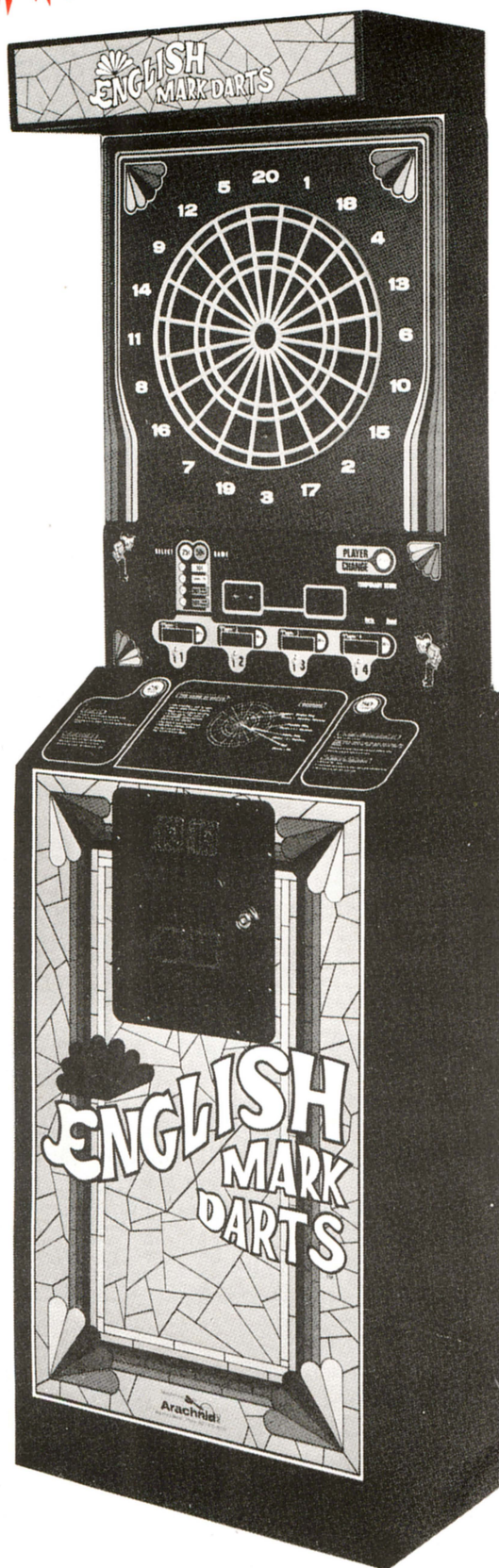
Tehkan, Ltd. of Tokyo announces the changing of its corporate name to **Tecmo, Limited**. This announcement was made on December 27, 1985 by Takashi Kakiyara, president of the company. This change was made after 22 years of operating under the Tehkan name, and is effective January 8, 1986.

"The name change reflects our plan to grow in the coin-operated and home video fields, as well as expand our opportunities to enter home game segment in Japan." Kakiyara said. Tecmo, Ltd. also announces a new address change. The new address is 8/FL, SUDACHOTOWA BLDG. 2-2. SUDACHO, KANDA, CHIYODA-KU, TOKYO 101.

Tehkan, Inc. the U.S. subsidiary will announce its name change at the A.C.M.E. show in Chicago.



English Mark Darts Intros "Econo" Dart Game With Lower Price



English Mark Darts 4500 Econo is ARACHNID'S exciting new electronic dart game, with many new features and a new low price; but with the same high quality English Mark Darts has been known for over the years.

The 4500 Econo uses durable Lexan top and bottom panels for years of like-new appearance. A new touchswitch front panel eliminates all mechanical buttons from the front of the game.

Maintenance has been simplified on the 4500, with easy removal of the Mother Board, fast bulb changes from the back, and fewer electrical components.

An Attract mode has been added, and also a new three-shot practice limit to discourage free play.

The new English Mark Darts 4500 Econo, like the 5000 Elite, still uses the famous Arachnid Patented Scoring System, and the traditional yellow, black and rainbow colors that many players recognize as the standard for electronic darts.

The 4500 Econo still has the four most popular games, with 25¢ and 50¢ plays. Arachnid's ten years of experience and quality built into every game, with a one-year warranty to back it up, carries on the fine reputation this firm has earned.

Arachnid Adds New Products

Arachnid, Inc. is proud to announce the addition of several new products to the "English Mark Darts" line.

Three new styles of brass dart collars; the "Marble," the "Wolf," and the "Shamrock," provide a variety for the player who prefers the accuracy of brass darts. These new collars are interchangeable with the existing shafts used in the "Scorpion" line of Arachnid darts.

Durable plastic flights are now available in a new "Cut-Down" style, and in four vibrant colors.

Replacement safety tips are also available in four different colors. Red, yellow, white, or black tips are the new assortment for English Mark Darts players.

Two helpful new aids to leagues and tournaments are also being offered by Arachnid. Eye-catching "Leagues Are Now Forming" posters, printed black and red on yellow poster board, have room for a league name and telephone number on them. These beautiful 12" x 19" posters will give your league professional looking advertisement for a reasonable price.

A 32 team double elimination tournament wall chart will help you run smooth, organized tournaments. Printed black on yellow paper, this 22" x 34" wall chart is a colorful and useful tool at any English Mark Darts tournament.

Contact: Arachnid Inc. 6421 Material Avenue
Rockford, Illinois 61132
(815) 654-0212

Canadian Coin Box Magazine

Convert Old Bally Pins With Kitkorp's 'Gamatron'

Distributed By New Way & Alouette Amusements



Kitkorp's pinball conversion kit called "Gamatron" offers the operator a chance to install a new pinball game in any existing **Bally four-player game** cabinet for about half the price of a new pinball game, according to **Rich Robbins**, operations manager at Kitkorp.

Designed by Gary Stern and Steve Kirk of Pinstar, the conversion kit consists of a completely wired playfield, backglass, and memory board with sound capabilities. "You take a de-

valued pinball cabinet and put in an entirely new game," Robbins said. "Economically — taxwise — it makes a lot of sense for operators to try "Gamatron".

Conversions should take about 1-1/2 hours — about the same time as for a video-game conversion, Robbins added.

All parts are American-made, "Gamatron" is a multi-ball game

with two banks of drop-targets and an outerspace theme.

For additional information, contact
 • New Way Sales, Toronto, Ont.
 • Alouette Amusements, Montreal.

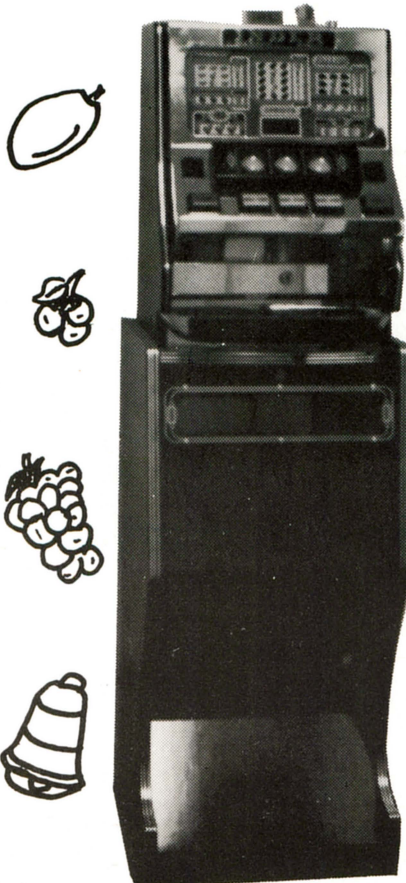
New Life For Old Flippers

Kitkorp's Rich Robbins display new Kitkorp "Gamatron" conversion kit, designed to retrofit new flipper games into any Bally 4-player cabinet.

BIG WINNER!

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 & A.S.I.
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New "Proven" Conversion Kits From KitKorp

Namco's "Metro Cross" is a high earning high resolution game features an obstacle course the player must traverse. Racing against time to the goal the players encounter such obstacles as rolling cans, hurdles, slippery tiles, land mines, foxholes and surprise opponents. There are over 30 levels of action for long term earnings. The kit includes PC board, wire harness, marquee plexi, side decal, control panel, graphics and F.C.C. cage.

Sega's "Crown Golf In Hawaii" following the continued success of **Crowns Golf**, Kitkorp is introducing **Crowns Golf in Hawaii**.

A brand new game featuring a new golf course, new club selections and a variety of new challenges. **Crowns Golf in Hawaii** is the perfect answer to the "flash in the pan six week game earner."

Crowns Gold and Crowns Golf in Hawaii are still earning top dollars after 18 months on test.

As in **Crowns Golf** kit the Hawaii version will be a simple plug in conversion kit to Williams Joust-Defender-Robotron-Joust Moon Patrol games.

The kit includes PC boards, com-

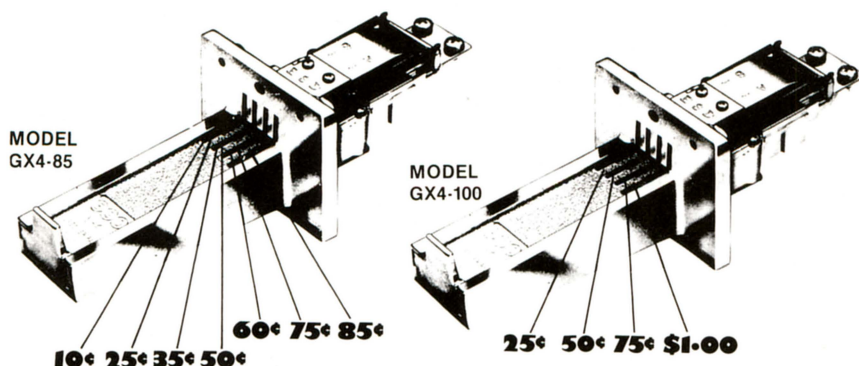


plete wired control panel, marquee plexi, control panel overlay, side decals, wiring harness, F.C.C. cage. Crowns Golf in Hawaii is a conversion kit for horizontal monitor games.

"Cruisin" is a conversion kit for horizontal games and was designed by Jalc o Ltd., Japan. The object of the game is to drive your car through 12

different cities, picking up oil cans and throwing them at cop cars and other enemy cars. Several road levels are shown on the screen and the players can jump from level to level, avoiding enemies and picking up points. The graphics are super and action is non-stop. This kit proves to be a "top notch" earner.

New Coin Mechanisms Adjust-A-Price 10¢ to \$1.00



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- 2 Exclusive Dual Return Springs — smoother operating.
- 3 Fits all Existing Extensions and Machines.
- 4 Total UP and DOWN Multiple Price Flexibility for Price Increases, Price Decreases or Price Features. Factory pre-set pricing to suit your needs.

Contact: Gilchrist Vending, Toronto, Ont..

"T.N.K. III" is licensed from SNK. This tank action game features high resolution graphics and non-stop action. The player must pilot his tank through various obstacles using a road map to guide him to the final base. Also featured on the game are an energy meter, cannon fire buttons, machine gun fun buttons, and a custom control handle.

Kitkorp produces one of the most complete conversion kits on the market. Included are: Marquee-plexi, Bold Side Graphics, Control Panel Graphics, PC Boards, FCC Cage, all appropriate joysticks, buttons, and mounting hardware, universal wire harness and a detailed installation manual.

Dist'd in Canada by:

- New Way Sales
Toronto & Edmonton
- Alouette Amusements
Montreal



Merit's TABLE STAKES™ SIX HANDED POKER FUN!

Here's How It's Played:

The quarter drops and the cards are dealt 5 apiece. The player and each of the Saloon Gang starts out with 250 chips, and antes up 2. The hands stay hidden as play moves around the table, looking for an opener with Jacks or better. Betting starts and everyone has a chance to call, fold or raise, up to pot limit.

Unlimited raises and bluffing strategy build high scoring pots. If you need more "chips" to stay in the game, **Black Bart** pops up and stakes you to a loan. When the pot is right, it's time to draw. You can draw up to 5 while seeing how many cards each character takes. There's one more betting round and then it's time for the showdown to see who won.

Before the next hand begins you get a chance to "Peek" at everyone's hand, helping you learn each character's style.

When the last hand is over, qualifying high scorers get to key in their names.

If you borrowed from Bart and are still in a hole, Bart lets you have it...BANG!...R.I.P.! The biggest losers get to initial their own tombstone on Boot Hill.

The many features include:

- Large, Secure Cash Box
- Swivel Base, Solid Wood Cabinet
- 13" Color Monitor
- Dazzling Graphics
- Play Stimulating Attract Mode
- 2, 3, or 4 Hands per Coin
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Also available in full size DODGE CITY Upright.

Merit Industries Inc.
P.O. Box 213, 630 Woodland Ave.
Cheltenham, PA. 19012
(215) 397-1000



SMS Mfg, Intros 'Super Winner's Shuffle'

SMS Mfg.'s 'Super Winner's Shuffle' is a new video poker game, not to be confused with the older "four-in-one" electronic card game of the same name and backglass.

The difference between the two is this: the new game is poker only and has an automatic ticket printer which prints out a receipt of the player's winnings. This game is designed for those states like Montana where gambling on video poker is legal.

The old video poker game was "amusement only"; it gave the player a choice of four card games (poker and blackjack among them); and it had an optional ticket dispenser for prize-redemption purposes.

Security features of the new game include "the ability to account for all physical access to the cashbox and logic board area, as well as how many logic errors (if any) occur," says the firm. Many accounting statistics are continually updated and separately



tracked.

Contact SMS Mfg., 1000 Airport Rd., Lakewood, NJ 08701; 201/370-3030.



AMOA To Sponsor

First National Team Dart Tournament

The Amusement & Music Operators Association will sponsor its first AMOA National Team Dart Tournament on May 2-4, 1986, at the Ramada Inn O'Hare, Chicago, Ill.

The minimum guaranteed total prize money to be awarded in the double elimination 301 (any in-any out) soft tip dart competition is **\$15,000**. The maximum could go as high as **\$25,000** for each of the tournament's two divisions based on 250 competing teams per division.

According to **Richard Hawkins**, AMOA vice president and chairman of the AMOA special promotions committee that will oversee the event, AMOA's sponsorship of a national dart tournament is, "a great step forward for the association that will be a viable source of increased income for member operators."

Hired as national tournament director is **Kirk McKennon**, Bloomington, Minn.

Tournament guidelines are:

- *Eligible to participate are bona fide teams sponsored by AMOA members only. AMOA is a non-profit trade association comprised of owners of coin-operated amusement, music and other vending equipment.

- *The entry fee is \$100 per team. Teams must pay for their own transportation to and lodging at the tournament.

One hundred percent of entry fees will be returned in prizes.

- *A maximum of 256 four-person teams will be allowed to compete in each division. Teams are eligible to compete in one of two divisions: open (male and/or female) and women's.

- *The minimum guaranteed total prize money to be awarded in the open division is **\$10,000**. The minimum guaranteed total prize money to be awarded in the women's division is **\$5,000**. Total prize money could go as high as **\$25,000** for each division based on 250 competing teams per division.

- *Cash prizes will be paid down to 50 percent of the field. Trophies will also be awarded to top teams in each division.

- *In addition to the tournament, a players' reception and awards presentation are planned.

- *Entry deadline is April 1, 1986.

- *Entry forms for AMOA members, including housing information, can be obtained by contacting: John Feters, AMOA National Team Dart Tournament, c/o AMOA headquarters, 111 E. Wacker Drive, Suite 600, Chicago, IL 60601; 312/644-6610.

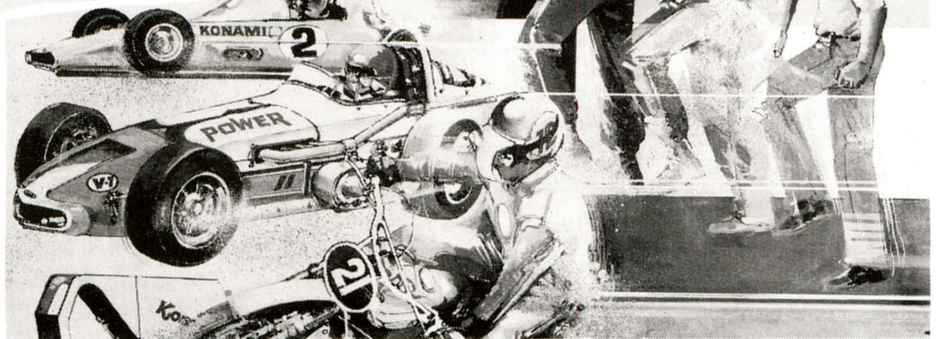
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hairpin curves before running out of gas. He can refuel at checkpoints and by picking up strategically placed gas tanks. Shift your location into high gear with Konami GT!

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Master Technician Bob Lessard Opens His Own Electronics Shop

**Specializing In Complete Services
To The Music, Games & Amusements Industry**

Music, Games and Amusement operators have a new source of technical services, especially for electronics of all kinds, in Toronto. As of the 24th of February, **Lessard Electronics** entered business at Unit 8 - 153 Bridgeland Avenue, in Northwest Toronto and the phone number is 419-789-7431.

The new shop is very comprehensively equipped with all the very latest, state-of-the-art diagnostic and analytical electronics equipment plus the tools to put anything to rights found wrong in monitors, boards, videos, pingames and Amusements components.

The firm can adjust, and repair on its premises just about any electronic or electrical equipment an operator uses, and this includes complete rebuilds and overhauls, conversions, etc...lasers and stereos, and board programming.

Lessard Electronics is probably one of the best equipped shops of its kind in Ontario.

Proprietor Bob Lessard has long experience and background in repairing and servicing all manner of Music, Games and Amusements equipment. For many years he worked as a technician for **Rowe**, and for the past five years, Bob has been Service Manager for **Toronto Coin**, one of the country's largest operators and jobbers, where he was responsible for the servicing, maintaining and refurbishing of thousands of coin machines.

Now in his mid thirties, Bob has fulfilled an ambition to get into business for himself at a time when the industry is looking up, and has the assistance of two other fully experienced and very competent electronics technicians.

No More Changing Chips & Boards With Status "Super Triv-Quiz"

Status Game Corporation has recently added "**Super Triv-Quiz**" to the Status System Library.

"**Super Triv-Quiz**" introduces features to the Trivia market that are quite unique and will substantially increase Machine revenues.

Status is now using 256k memory in their game allowing for thousands of more questions to be played. The many new features include the storage of 12 categories within the program, which gives the operator the option of programming the categories of their choice into the game simply by pressing a button (**no more changing chips and boards**).

Along with the category change, the operator may also change the appearance of the promo screen, thus easily making players aware that the game has been updated.

Other features include Bonus Scoring for quick answer response; added capacity to record high scores; and every player will always get a minimum of 4 questions per game regardless of the amount of points wagered.

The most successful feature is the addition of the "**Lightning Round**"...the Lightning Round gives the player extra playing time based on how well they score. During this per-

iod, questions are flashed at the player continuously until they answer one incorrectly. This feature gives the player a variety of scores that reach well into the millions.

For more information on this inexpensive, money earner, contact Status Game Corporation, 56 Budney Road, Newington, Connecticut 06111, 203-666-1960.

Premier's Pinball Conversions "Booster-Pack" — "Rock Encore"

Premier Technology will release a new concept in pinball conversion. The product name is Premier "**Booster-Pack Rock Encore**".

A "**Booster-Pack**" will be a "**No Solder**" conversion kit for their hit game "**Rock**".

This pack will change the sounds and the backglass artwork. The new backglass will be a photograph giving the game an appealing new look. The conversion will take less than 15 minutes to install and could be done on location.

Premier believes that "**Rock Encore**" will enhance the earnings of the game with a minimal investment. This also gives the operator the ability of rotating his pin without even moving the game.

"**Rock Encore**" will also be avail-

able for a limited time as a dedicated game. Both will be available in March.

For further information call (312) 350-0400.

Spring ACME Expo American Coin Machine Exposition Mar. 7 to 9/86

on the Move

Linda Weber Appointed Director Of Administration For Nintendo Of America Inc.



NINTENDO'S new Arm Wrestling Game, available as a Nintendo PAK conversion, or a dedicated game, has on left, Joe Gilbert, and right, Linda Weber of Nintendo.

Nintendo of America Inc. announces the recent promotion of **Linda Weber** to Director of Administration, Commercial Products.

Linda has been with Nintendo for the past 3 years, most recently holding

the position of Marketing Administrator, Commercial Products. With Linda's past experience in the Commercial Department, she will be a great asset to Nintendo in her new position.

Taito America Appoints Rick Rochetti Named Sales Manager

Taito America Corporation has appointed **Rick Rochetti** to the position of Sales Manager. Mr. Rochetti brings to Taito five years of distribution experience in the coin-op industry. Most recently, Rochetti was Sales Manager for Bally Midwest where he had regional, national and international responsibility. Prior professional experience was in the areas of marketing and communications.

"Rick's management expertise, dedication and understanding, coupled

with his extensive industry experience, make him ideally suited for the position," said **Paul Moriarity**, Taito America's President. "He has earned respect in the coin-op community at every level of operation and his capabilities will only serve to further strengthen our position in the field."

"I'm very excited about joining Taito America and Paul's team," responded Rochetti. "They have some of the best products in the marketplace and I'm proud to represent them."

Nu-Shuffleboard Wax Revolutionizes Players Appeal



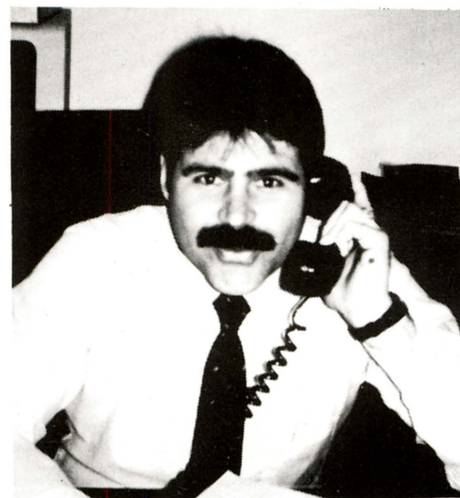
Canadian Distributor Wanted

Rick Hoffman, President of Nu-Look Products, announced that after many years of formulating and testing a new product called **SURE SHOT™**

Mr. Hoffman has marketed many products for the coin operated industry for the past fifteen years.

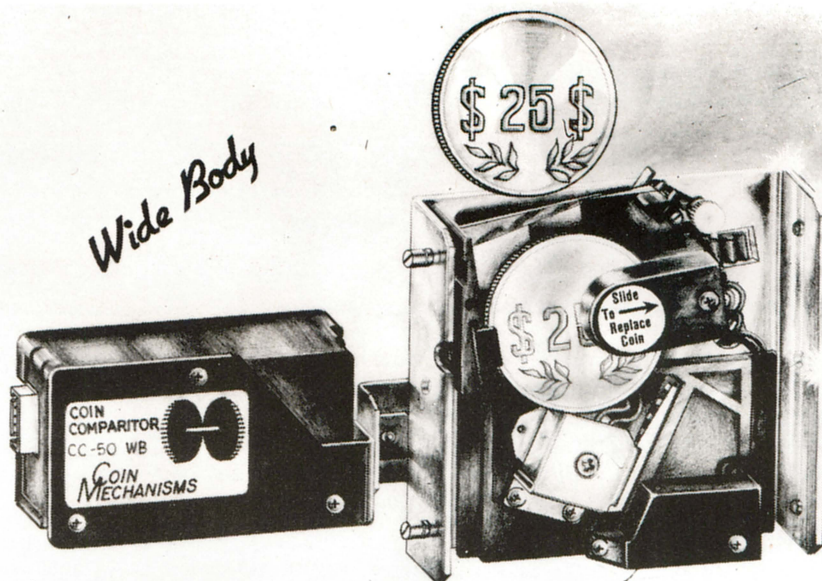
Nu-Look Products is presently looking for bonafied distributors in Canada to handle all or part of their product line.

For further information contact: Nu-Look Products, P.O. Box 4678, Hollywood, FL 33023, (305) 981-2255.



Rick Rochetti...

Two New Coin Comparitors By Coin Mechanisms



Coin Mechanisms, Inc., announced the addition of two new Coin Comparitors®, expanded representation in Europe and accelerated production of its product line.

At the International Gaming Business Exposition the main focus will be on the **CC-40 Coin Comparitor**. This advanced system utilizes Coin Mechanisms' Patented Sensor Coil design, together with secondary optical sensing allowing for state-of-the-art electronic coin handling and validation.

Coin Mech will also introduce their new "Wide Body" Coin Comparitor. This allows the gaming industry the opportunity to utilize Coin Mechanisms technology in machines designed for coinages larger than 40 mm. For example, the \$5.00 and \$25.00 token being used by the Las Vegas Hilton, Caesars Palace, Caesars Tahoe, and Sands, to name a few.

Ron Rollins, General Manager, also announced a new affiliation with Eurocoin in England, Mr. Rollins said, "Previously our International network consisted of agents in Australia (Scandic International) and Spain (ECM). Our association with Eurocoin gives us excellent distribution and service throughout Europe and Turkey. It fits perfectly into our expansion program."

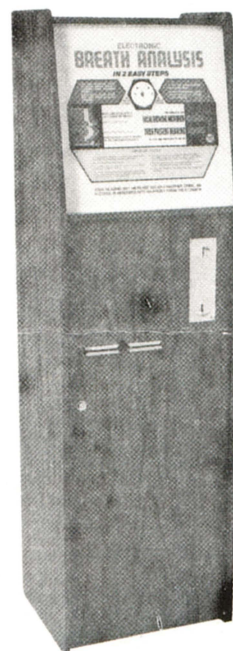
Mr. Rollins recently visited Eurocoin's headquarters and provided demonstrations of Coin Mech's Coin Comparitor at several exhibitions in England and Germany. He added, "I was pleased with the reception and interest. Our efforts will continue toward maintaining a contemporary product and professional representation throughout the world."

The Elmhurst, Illinois based company manufactures a complete program of equipment and services designed for machines in the gaming and amusement industries.

A seminar entitled "The Coin Comparitor Gamings Best Plan" will be given free to IGB attendees at the Tropicana in the Hawaiian #3 room on Wednesday, March 5, 1986 at 8:15 a.m. - 9:15 a.m.

For further information, contact Mr. Ron Rollins, General Manager, Coin Mechanisms, Inc., 817 Industrial Drive, Elmhurst, Illinois, 60126. Phone 1-312-279-9150.

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Unprecedented Earnings Reported From Videos "Gauntlet" — Pins — "Comet" And "Rock"

At a time when operators are extremely cautious in respect of purchasing new coin-operated games it's extremely interesting to relate their early assessment of games when they came on the market to their actual performance after purchase on locations. This information isn't always easy to get or, assess with any degree of accuracy.

There was an opportunity when laser videos very first introduced with a great deal of fanfare. Big things were expected of lasers and initially, operators' impressions were fully justified when "Dragon's Lair" pulled in unprecedented "takes" of some \$1,500.00 per week. Unfortunately, the high "takes" didn't last long enough... even tho many still pull in a good take.

Lasers were new and revolutionary and they were looked upon as the saviour of a boom turned to bust, video games industry. "Dragon's Lair" and "Mach I" did extremely well but only for a short while, then the problems, technical and otherwise surfaced and following games failed in the marketplace. Lasers were initially correctly assessed by operators, but their their prices and many operating problems killed off their initial uniqueness and promise.

Such threat does not apply to videos and pingames which are well proven from a technical and operating aspect. Providing manufacturers haven't cut corners in

quality nor, been too technically innovative, any new pin or video should not fail for many of the reasons lasers did!

In Any New Videos Or Pins Appearing, The "Game" Is The Thing

In any new videos or pins appearing, the "game" is the thing as of course it always has been to a major extent! At last autumn's **A.M.O.A. Show** in Chicago, operators from Canada singled out three games they felt had exceptional merit and prospects for use on their routes. They, of course, were well disposed towards numerous other pieces of equipment shown at that time, but their universal "winners" were

- Atari's video "Gauntlet",
- Williams Pin game "Comet"
- Premier's "Rock".

Now, these games have been on the street and in Arcades for a couples of months or slightly more and the results are in.

Thinking sales would be a good point at which to start investigating these games, we went to **New Way Sales** in Toronto and **Laniel Automatic** in Montreal to see how new pieces of equipment were doing. We talked to **Jean Coutu** of **Laniel Automatic** and **Doug Bailey** and **Paul Janda** at **New Way Sales**.

From these we learned that the three aforementioned games had in **Paula Janda's** words "been exceptionally well received in the marketplace". Some weekly "take" figures were quoted and frankly viewed with considerable suspicion because of their high values and the fact that they originated with selling organizations as well as operating firms.

So, we contacted a number of urban and rural operators known and trusted to give us reliable "gen". In the person of **Shane Breaks**, Atari has not only a Senior V.P. but also a highly visible and extroverted salesman who has, at every possible opportunity gone "on record" as to how great Atari and its products are.

In highly publicized remarks and advertisements. Mr. Breaks has preached that "**Gauntlet**" is without question **the biggest earner Atari has ever made!** He has also said that he believes this game has, after over four months on location in one case at least, still pulled in around \$1,250.00 a week.

Our own investigations fully support and give credibility to Mr. Break's remarks, and more, we know of a prime downtown Toronto location wherein an example of "Gauntlet" initially pulled in \$3,000.00 per week and now after some two months of use the self same game in the same location is still taking in \$800.00 a week.

Mr. Paul Janda said that a good average for "Gauntlet" would be about \$700.00 per week.





Another operator who has always given honest reports on his earnings told us he had a "Gauntlet" taking in \$1,100.00 a week. This was in an Arcade near a University in a smallish Ontario City. This latter figure is well in line with reported B.C. earning. There is absolutely no doubt but that "Gauntlet" is probably the most exceptional earner in the history of videos. At least we've never come across the earnings of that order with any other video. What's more the earnings seem to be holding up well.

Mr. Janda has also reported that William's "Comet" has come fully up to expectations with initial earnings of some \$600.00 per week and still holding up well.

Premier's "Rock" has also been well up to expectations though somewhat overshadowed by "Comet" — just one of those things.

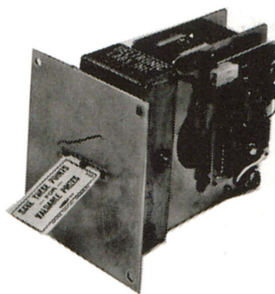
Mr. Coutu noted that both these games are doing exceptionally well, as well as "Gauntlet". And he noted that good games also had good longevity. He drew special attention to Williams "Space Shuttle" which is still pulling in good money after being out for a year.

There are numbers of very good pins and videos on the market now and as we've seen, some really exceptional ones. They were spotted at A.M.O.A. some three months ago by Canadian Distributors and Operators and they have been proven right in their selections by on-the-locations figures for collections.

Good games such as these are bringing excitement back into our industry!

Spring ACME Expo American Coin Machine Exposition

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Dart & Pool Leagues Give Big Money Return To Operators

on location on league nights in case a game breaks down. And if the other players know that your people are there — actually shooting with them — they are less tempted to abuse the game.

In every case, operators say that, unlike video games which earn less as players get better at the game, electronic darts earn more money because the games go faster. And league play, encouraging the competition, creates such a

snowball effect that, "the better the players get, the faster it sucks in quarters."

Operators also insisted that improved collections with dart games is only one of two reasons they got involved in league play promotions. The other reason, every single operator said, was that league play solidified their relationships with their locations.

This leads back to a remark, **that the operator of tomorrow is going to have to be able to deliver customers to his locations.**

A number of operators say that the bar business in their area was suffering and attributed that in a large part to stiffer drunk driving laws.

And dart league play, operators insist, is pumping business back into the bars.

League play is accounting for big increases in business per night; and that is something that solidifies an operator's relationship with his locations.

One operator picks his bar's worst nights and schedules his league games for those nights. That way, the bar will have 16-20 people guaranteed to be there on the slowest nights of the week.

The nature of operator-sponsored league play is such that those customers return a second night during the week to see the results of the past week's games and the current standings. So routemen post the league standings in the league bars when they make their regular collection runs, thus helping out the bars even more.

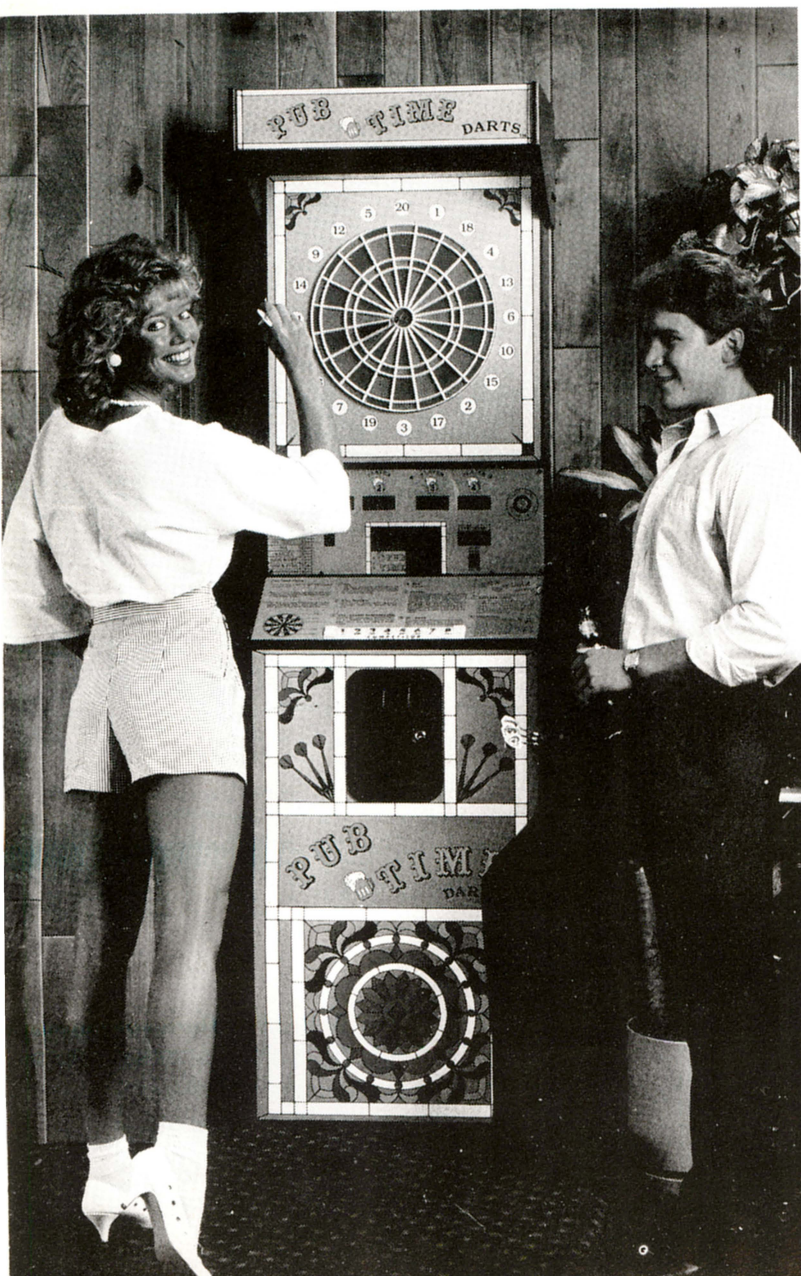
Dart leagues were able to attract new customers into the bars. One operator said people are quitting bowling leagues and joining his dart leagues instead.

The cost to a player to compete in a dart league, he pointed out, was substantially less than what it costs that player to compete in a bowling league. And these dart players, he continued are, by and large, new customers who are not pool players. So it means more money for the operator as well.

This ability to generate additional business for the locations has also helped dart league operators attract new locations to their routes.

As one operator said, "It's helped as far as gaining locations for us. But, more importantly, it's helped us keep locations. And that's the biggest thing."

The biggest problem with running dart leagues, operators contend, is the work itself. Running dart leagues isn't really that expensive but it is extremely time consuming.



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"Triple X Cross" New... From SMS Manufacturing

SMS Manufacturing Corp. officially introduced **TRIPLE X CROSS** at the recent AMOA Exposition in Chicago. **TRIPLE X CROSS** is a unique video game that requires some strategy yet is as simple to play as Tic-Tac-Toe.

Among it's many features is the excitement of lightning fast Player action combined with multiple scoring. The object of **TRIPLE X CROSS** is to uncover any one of 14 possible winning combinations of X's from within a hidden "3 by 3" video grid. The Player is given 5 picks in which to uncover a win. **TRIPLE X CROSS** features a color coded Player panel which looks identical to the grid on the screen. This adds to the almost intuitive feel many Players report when first confronted with the game.

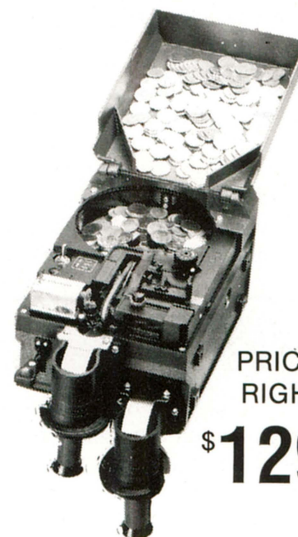
TRIPLE X CROSS is available immediately in an upright style cabinet. SMS's National Sales Manager, **Jim Pietrangelo**, reports that Distributor interest in the game has been very keen, not only from the domestic, but from foreign sectors of the industry also.

For more information on **TRIPLE X CROSS**, contact SMS Mfg. Corp. 201-370-3030 in NJ...or Arjay Export in Hyannis, Mass. at (617) 771-6088.



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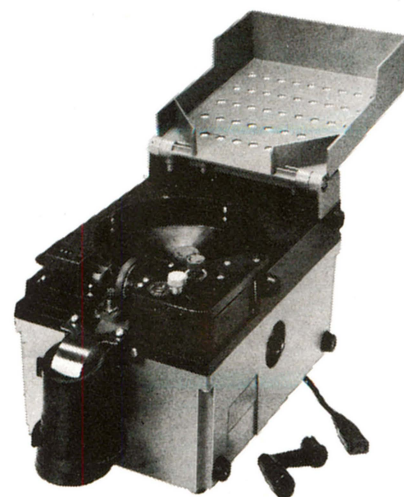
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Industry Changes

Continued from page 10

the industry may well have been a further factor in the decision of distributors to assemble complete "Japanese" games in their own country.

As a matter of fact, video games manufacturing in the U.S., propaganda in respect of research and development there to the contrary, depended to a great extent upon Japanese brains and initiative and domestic sub-contractors. It would, we imagine, be hard to single out a single U.S. video games manufacturer which made its own graphics,

monitor, amplifier, power pack and controllers. Instead, they have been mainly games' licensees of the Japanese and assemblers of components to which they added their own names.

To-day, manufacturing in the U.S. is itself undergoing enormous changes of character. Some domestic firms have and are, disappearing and are being replaced by Japanese companies which have either acquired them or set up subsidiary firms. These moves have caused concern in the States where Americans see a great percentage of their industry passing into the control of Japanese firms. The wonder is that over the years some one in Canada hasn't put together videos in great volume here using such a procedure. . . . It has been done with Vending Machines but not to any great extent with videos.

\$1.00 Coin

Continued from page 12

the British whose coins were particularly bulky and heavy. One way of dealing with this is by the withdrawal of "presently useless" coins, those of low denomination which in the past would purchase something on their own but no longer will because of higher prices of articles.

Large, heavy, intermediate value coins are also candidates to go such as the British 50-pence or 1/2 pound piece now that a 100-pence (1 pound) piece is circulating. It's a long time since there was a circulating 50¢ Canadian coin and it doesn't seem to have been missed when 25¢ pieces were available, nor is it being considered which shows that although many coins might be wanted they are not really needed.

It's interesting to note British industry thoughts on coinage by comparison with Canadian requirements for the newly proposed dollar coin here. The British have avoided colouration of their highest value coin, Canada proposes to colour its. The British have got rid of their large multi-

sided brass coloured 3-penny coin and now have only 1/2 pence, 1 and 2 penny copper coins.

As far as any useful-to-the-coin-machine-industry changes in coinage are concerned there is nothing new to report at this time. The report of the Federal Government's Standing Committee of Miscellaneous Estimates, in respect of a new circulation \$1.00 "compact", easily identifiable, gold coloured coin was placed before the Government of Canada on the 30th day of May last. That was the first session of the thirty-third Parliament under the Conservative Government led by Brian Mulroney as Prime Minister.

The report was of extreme interest to Canada's vendors and Music, Games and Amusements people as well as numerous others using coin-operated machines or devices. The committee recommend to the Government then that a \$1.00 circulating coin be produced and put into general mass use. That was nine months ago but of that desirable conception nothing has as yet been born of a government to which other money matters have been of extreme concern! Meanwhile the situation remains unchanged.



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Changing Components

By John Batistic
Univid Test Systems
Cleveland, OH

One of the most important steps in board repair is successfully changing IC chips. You can troubleshoot like an expert but it is in vain if you cannot change the bad component. A circuit board is a delicate piece of equipment and must be handled carefully.

There are at least a couple of ways to change IC's. One of the most efficient methods involves the use of a de-soldering station with a power vacuum. If you own one, you can make it worthwhile because you can save all the components. This is possible because you can remove IC's without causing any damage to them.

Most people do not have a de-soldering station but they still must be able to change IC's. There is a way to do this with very little investment in tools. The necessary tools are:

- 1) Soldering Station — A controlled temperature station of 700 degrees (F). If not available, use a soldering iron rated at no more than 25 watts, **DO NOT ATTEMPT TO USE A SOLDERING GUN!**

- 2) Solder Vacuum — A hand-held, spring loaded tool that enables the removal of solder once it is liquified.

- 3) Pin Cutters — Hand-held cutters with a tip small enough to fit between the pins of an IC but tough enough to easily cut the pins.

- 4) Needle Nose Pliers — A small pair of pliers specially designed for board work.

- 5) Solder — Good quality activated rosin core.

- 6) Alcohol — A bottle of rubbing alcohol.

- 7) Brush — A hard-bristle tooth brush will do.

Once you have obtained the above tools you are ready to begin to change IC chips. Plug in your soldering iron and let it get hot.

If possible, I recommend that you practice on an old PC board before you try to make an actual repair.

Using your pin cutters, carefully cut all the pins on the chip at the point where they meet the chip. The black box-like part should then be removed leaving just the pins in the board.

With your needle nose pliers in one hand and your soldering iron in the other, heat the pins near the point where they meet the board and pull them out of the board with the pliers. You just need to heat them enough so they are easily removed. Don't pull them out forcefully as you may cause trace damage on the board.

Now you should have the chip and its pins totally removed. The only thing left is solder in all the holes. The

solder is easily removed by using your hand-held solder vacuum and your soldering iron.

With your soldering iron in one hand and your solder vacuum in the other, touch the pad on the board (the hole with the solder in it) with your iron for about two seconds or until the solder liquifies. At the moment the solder liquifies, touch it with your vacuum and push the button to suck it up.

This procedure takes some practice so don't feel bad if you mess up at first. Keep at it until you get it

Now, check all the traces to be certain there are no breaks or cracks. Dip your brush in the alcohol and clean the board on both sides. Allow the alcohol to dry completely. Don't use too much alcohol on the brush, it will take that much longer to dry. The board should look like it never had an IC in it at this point.

You are now ready to insert the new IC. Be certain the notch on the chip is facing in the right direction. Compare it with other chips in the row. They all face the same way. Carefully insert the chip into the holes on the board. Hold the chip in place with your finger and turn the board over. Slightly bend a few pins on either side of the chip so that it doesn't fall out of the board.

You are now ready to solder the chip into the board. This operation must be done carefully to avoid damaging the board or the chip. You don't want to overheat the chip so follow this rule; never touch the pin with your soldering iron for more than three seconds. Touch the tip of your iron at the point where the pin meets the pad on the board. Count, one-thousand-one, one-thousand-two, apply solder, one-thousand-three, remove soldering iron. When you apply solder, apply it to the pin and the pad at the same time. Don't apply it to the tip of the iron. Do not apply too much or too little solder. The solder should liquify instantly and flow through the hole to the other side.

When deciding just how much solder to use, compare your job to the factory job on the same board. Your goal is to make yours look as good as theirs.

Finally, dip your brush in the alcohol and clean the solder side of the board removing any flux or residue from the board. The solder connections should shine. The final product should appear as though the chip was never changed. If it doesn't, keep practicing until you get it right!

The routine outlined above may be used for exchanging other components on a board (resistors, capacitors, crystals, etc.), as well as IC's. This procedure must be done correctly if you want to be successful in board repair. Electrical connections are, as you must know, crucial to the proper operation of electronic components.

REPRINT FROM STAR-TECH JOURNAL.

NEW

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Can You
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CHOPLIFTER is a realistic helicopter seek and rescue game that combines thrilling action and high skill in order to save your captured troops located behind heavily armed enemy territory.

CHOPLIFTER is a rescue mission game that tests the players strategic ability to guide their helicopter through enemy lines, while engaging in battle against fighter jets, ground jeeps, enemy submarines, battleships, hot lava caverns, and hostile city buildings.

CHOPLIFTER has outstanding graphic realism and life-like voice sounds to enhance this fast action game. The player's duty is to rescue their forces held captive with their **CHOPLIFTER** and return them safely to base in order to allow the player(s) to advance to the next stage.

This exciting new horizontal kit will be available at your local **SEGA** Distributor in November.

Skillfully maneuver the **HELICOPTER** and save the prisoners while evading the enemy's fierce attack. The number of hostages you can safely deposit back at the base depends solely on your skill.

HOW TO PLAY

* Briefly push the button to turn the **HELICOPTER** from the **RIGHT** or **LEFT** to the **FRONT** and vice versa, and keep it pressed down to make a 180° turn.

- Destroy the enemy bases and fortresses with the **HELICOPTER'S** machine gun.

Only the bombs can destroy the tanks.

- Rescuing 20 **HOSTAGES** will allow you to proceed to the next scene.



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Konami Intros New Games At Distributor Meeting



Ben Har-El,
President of Konami

On December 18, 1985, Konami held a Distributor Meeting at the Westin Hotel O'Hare in Rosemont, Illinois. More than 50 distributors flew in from all over the country to attend discussions and seminars that were of tremendous import not only to Konami, but to the coin-up industry as well.

Stephen Kaufman, Konami's Vice President, hosted the program. **Ben Har-El** delivered the President's message and welcomed the group.

The main thrust of the program was the announcement of **Konami's** entrance into the upright marketplace and the company's plan to parallel this new effort with the continuation of kit production.

OMNI™, their new universal cabinet with the capability of positioning a monitor at a range of different angles, was demonstrated.

Konami's latest games including **IRON HORSE™**, **JAILBREAK™**, **WIZZ QUIZ™**, **GT™** and **NEMESIS™** were introduced, as well as their new point-of-purchase display which has proven to be a strong representative for **Konami** on the distributor showroom floor.

An announcement was made that a contract between Warner Bros. and Konami had been signed to produce a "Goonies" dedicated video game this spring.

Konami's Debit Card System

Frank Pellegrini, Director of Marketing, introduced Konami's new debit card system called **ESAC** (Electronic Systems Accounting Controls).

Its state-of-the-art technology was shown to increase vendor sales while reducing risk of theft.

New Plant

A rendering of **Konami** Industry Company, Ltd.'s new North American headquarters in Woodale, Illinois, with a completion date set for summer, was seen to be further proof of the parent company's dedication to the coin-op amusement industry. The 22,000 square foot facility will house offices, distribution and R&D.

The day-long seminar came to a close with a reaffirmation of **Konami's**

commitment to its distributors and a presentation of awards to ten distributors singled out for outstanding service and greatest improvement in sales and Konami equipment.

"The distributors were very pleased with the meeting and receptive to our short and long-range plans," said **Steve Kaufman**. "A well-informed distributor network is an effective distributor network. We feel the seminar helped to strengthen the manufacturer/distributor bonds that play a vital role in the positioning and ultimate success of a company within the marketplace."

Tehkan's Video Kit Puts Pinball Fun On Monitor

Tehkan's video game conversion kit called "**Pinball Action**" enables video-game players to enjoy the simulated action of a flipper game on a colour video monitor. The game offers four animated playfields, realistic sound effects, left and right flipper buttons, and the capability for players to shake and apply "body English" to the game via the "shake" button.

In the bowling game (green), the player is awarded a strike if he passes the ball over the 10-pin button. Three strikes clear the screen and offer an extra chance. In the slot-machine game (red), the slot is turned via a spinning

target. Extra chances are awarded for completing three bars and three sevens. In the poker game (blue), the player aims at a drop target whose lamp is flickering. Completing a combination of five winning hands clears the screen and awards an extra chance.

"Pinball Action" includes a PC board, FCC-approved metal cage, wiring harness, control panel, "Plexiglas" marquee, decals, instruction cards, and a technical service manual.

For additional information, contact **Tehkan, Inc.**, Victoria Business Park, 18010 S. Adria Maru Lane, Carson, Calif. 90746.

Tehkan Introduces Pinball Conversion Kit

Tired of moving those mechanical monsters around? Ready to free yourself from the mountain of headaches? **Tehkan, Inc.** proudly introduces **PINBALL ACTION!!** This colorful video conversion kit features all the action of the real thing, without all of the problems.

Four exciting, fully animated playfields will keep even the purists coming back for more and more!! Authentic sound effects and pinball realism will amaze you! Players can even "shake" the playfield just like the real thing! Players will "flip" over the control they enjoy using the powerful left/right flipper buttons.

PINBALL ACTION is the street operators "dream" machine! Play ap-

peals to all ages and mom loves it as much as dad. A great "mix" for any route loaded down with combat and shooting games. Proven earning performance and long location life are maximized by an attractive suggested price of only **\$745.00**.

PINBALL ACTION comes complete with everything to make that old "lumber" into a new earner! PCB, F.C.C. metal cage, wiring harness, complete "special" pinball-type control panel (just bolt it down!), marquee, control panel overlay, side decals, monitor decal, instruction cards, technical service manual and "New Game" plexi. See your local **Tehkan** distributor for information and a demonstration.

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SPECIFICATIONS

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Speed center to 22°-right 1.5 seconds

Amusement Technology
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07712 USA
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Atlas Coin

Continued from page 16

Question:

That sounds as though your very strong on service?

Answer:

I consider that we are a 90% service business.

Of course there's a lot more to it than that, but giving customers what they want within reason in machines and keeping them going and in top notch shape and appearance is vitally important.

Question:

As the doyen of Canadian Operators, how would you compare the industry today with that of the past.

Answer:

It's got its ups and downs and it's always been a fight. If its not police and governments and city politicians with their laws, rules, bylaws and regulations then its the sort of competition an operator has to contend with.

Question:

Surely competition isn't what it must have been say five years ago? This must have made things easier and doing business more pleasant.

Answer:

You'd think so but it isn't... It's always something or other. To-day, I'd guess that there are only about 50% of the operators in business there were three or four years ago. Without most all the doctors, teachers, dentists, accountants who jumped in to make a quick speculative buck out, it's still a tough business.

Question:

Tommy, you visit the States and have recently been in

Florida and the South. Because Music, Games and Amusements have been your life for over four decades, I'd expect you'd have a look at American operations... What do you make of your U.S. counterparts... How do you compare things in the States with here? Our travels have shown us that many U.S. locations are surprisingly "Hick" or amateur... One would think that they'd be ideal but few are in appearance or equipment or its state.

Answer:

Agreed, I've just been around a hell of a lot of Arcades in Florida and the Southern States and I said to my wife, "If I had my Ontario company in Florida, I'd be making a killing, no doubt about it. Most of the Florida Arcades I visited were full of junk, and I don't know how they get away with it. They're still using lots of 5 to 7 year old videos, machines are beat up, and numbers are down and out of action and the locations aren't attractive... Yet they've been going for years. Their players can't be as fussy as ours are. It beats me what operators seem to be able to get away with there... They don't seem to have to keep up as we do here in Southern Ontario.

Question:

How is business really?

Answer:

It's very good, but it's steady hard work and you've got to keep at it the whole time... There's no easing up. It's closer to what it used to be ten, fifteen years ago... You've got to work for what you get.

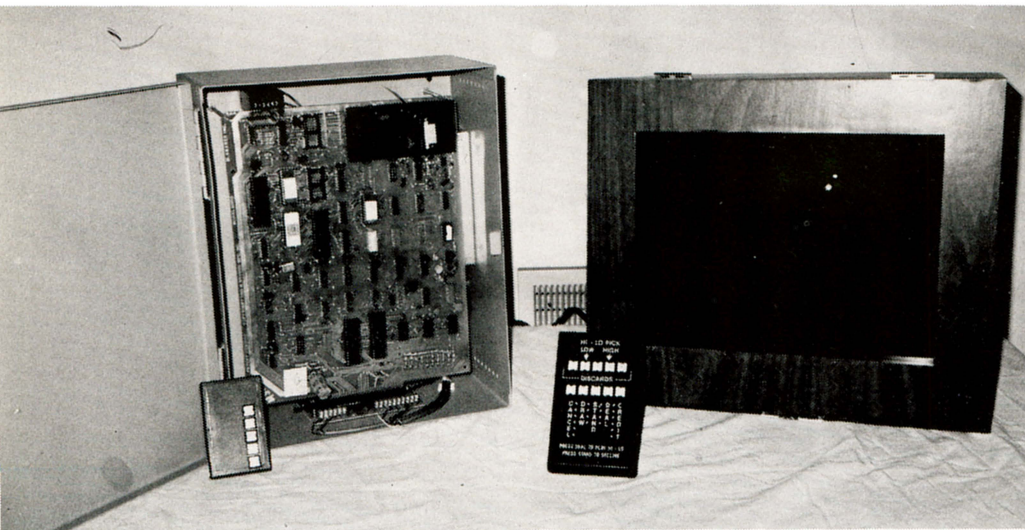
Question:

But you're still at it and having fun aren't you?

Answer:

Oh sure... After forty-one years of it, it's become part of my life, and I love it... and I wouldn't retire from it even tho I'm seventy-one!

"Panalert" Allows Player To Play Video Game From Remote Area Of Room



Panalert, Inc. a company formed by Jeremiah Dooley and G. Maurice Bruner has announced the introduction of the **Panalert RCS 1000 System**.

The Panalert RCS 1000 is an infra-red remote control system which allows

the player to sit at the bar, table or anyplace in the room and play a video card game on a monitor placed above the bar, or in any convenient area.

The player plays with a hand held completely wireless transmitter which

is similar in size and use to a television remote control. This transmitter duplicates the front panel of a video card game.

The system can also be installed in a video game, making it a dual game allowing you to change between games and play the card game remotely.

The RCS 1000 System has been field tested for over six months with excellent results and earnings. Operators report that the system encourages group participation and is ideal for locations where space is a problem.

Jeremiah Dooley was formerly vice president and general manager of **M. Kramer Manufacturing Company**. Mr. Bruner has extensive background in both operating and distributing in the amusement business.

More information may be obtained from the company at:

Panalert, Inc.
P.O. Box 1054
Island Heights, N.J. 08732
(201) 270-6099.

Premier Introduces "Raven" ... A Female Rambo



"Are your games missing in action?"
"Raven to the rescue!"

Premier Technology is now shipping their new release **Raven**.

Raven is Premier's version of a **female Rambo**. The most unique feature, but certainly not the only, is the photographic backglass. The shot was taken on an actual movie set in Florida.

The playfield is an aerial view of a prisoner of war camp, which includes a three dimensional helicopter that actually moves. Other features include a split level ramp and individual "Sniper" drop targets making game play an adventure. As in **Rock**, the game music was composed by songwriter Ken Hale. The total package will appeal to all senses.

Raven can be seen at **Premier Technology's** authorized distributors. For further information call (312) 350-0400.

Nintendo's VS Hogan's Alley Helps Police Take Aim

Nintendo's VS Hogan's Alley catches the eye of the Rice University Police Department...not just for amusement, but a training tool as well!

Franz Amusement Company, Nintendo's Distributor for the greater Houston area, was recently contacted by the local police department. It was an unusual, but very welcome inquiry...they were asked to install a Hogan's Alley video game in the Rice University Police Department.

VS. Hogan's Alley Is A Game Where Players Test Their Skills

FBI training-camp style, where split second accuracy is needed to protect innocent lives and bring down the bad guys. Three different screens provide action variations. The game starts off with a police line-up segment that requires a keen eye for quick identification of the gangsters. If successful, after progressively more difficult rounds, the game moves on to a street scene where targets pop up at random on the screen — is it friend or foe? Only quick and accurate decisions will register a hit. The bonus round challenges player's repeat firing skills as they "jungle" a series of tin cans across the screen for added points before it puts them back on Hogan's Alley to see if they really have what it takes to be an agent!

In contacting your small community security or police departments, you may find that Hogan's Alley could be an excellent training tool for them as well.



Sergeant Anderson means business as he takes aim at the thugs in 'Hogan's Alley'.

Now that **Hogan's Alley** is installed at the Rice University Police Department, Sgt. Anderson will monitor

scores, and number of games for improved reactions.



CAPCOM U.S.A. which had 3 game hits in one year "Commando", "Ghosts & Goblins", and "1942",
Shown here is Paul Jacobs, Sales, with Capcom U.S.A.'s new "Section Z" video kit.

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Pointers On How To Operate A Pool Or Dart League



By Kathy Brainard

Kathy Brainard is a promotional consultant for Dynamo, and founder of Major Events, a new promotional marketing company for pool, table soccer, and other games. In the ongoing effort to spread the word about organized competition, here are some of her ideas:

"Tournaments and Leagues as Traffic Builders," Brainard reminded the audience that product-plugging and promotions are very much a part of salesmanship. "We can promote leagues and tournaments, too. They are a very powerful marketing tool to give operators an edge over the competition, and they can increase traffic also."

"We have the product and the places," she elaborated, "and we know how to talk about prices. But our industry has been really slow to pick up on promotions. It is the one thing that the operator can use to improve his business."

A lot of people forget that our industry is a business; we have a product and we need marketing to get it going."

Brainard also addressed the question of why many operators seemingly shy away from promotions. In her opinion, the cyclical nature of business actually plays a role. "When business is good, you ask yourself, 'why do I have to?' And

when business gets bad, you are busy trying to survive. But the smart operators have been promoting all along."

A free sample is the basic element of a promotion, and the operator should provide players and location owners with them. For a promotion of small-table games, he can mount posters and bring in the game for a trial. With pool, the location owner could get invited to watch his competitor stage a league night. Players could be provided with T-shirts, free play or other incentives. "You want them all to sample the game," Brainard emphasized.

Once the operator decides to stage a tournament, he should perform the essential tasks, Brainard recommends:

- **Select a suitable date and time** — Allow two weeks of lead time to advertise the tournament. Most evening competitions begin around 8 P.M. Don't set up a schedule that conflicts with Monday-night football or Super Bowl Sunday; consult the location owner and regular players on their preference for day of the week. Try to schedule the tournament to coincide with holidays, community events such as telethons or seasonal festivals, and regional or national tournaments.

- **Select the category of play** — The most popular categories are singles in pool, doubles and singles in darts, and doubles in table soccer. A "draw your partner" format prevents the same doubles team from winning every week.

- **Decide on entry fees and prizes** — Try to keep entry fees low, especially at the beginning. A typical fee for a \$100 weekly tournament is \$3 per player. Guaranteed prizes attract contestants more effectively than payback based on the number of entries. Cash, trophies, and merchandise are all acceptable.

When asked what are the most common errors or oversights operators make in staging leagues and tournaments, Brainard replied that few problems generally arise — the manufacturers' promotional programs have been refined to prevent them.

One difficulty, however, may surface with the players' skill levels. "You have to do something to keep the amateurs coming back," Brainard maintained. "You can establish different divisions or a handicap system."

Rewards are many for operators who "pull off" successful competitions. Increased revenue spreads from the game play itself to sales of drinks. Relations are strengthened among players, locations, and the community.

The games, the operator's business, and the coin-op industry receive positive publicity. "And the many satisfied participants start a snowballing effect," Brainard added. "Others want to join." She described the players as "walking billboards for future promotions."

In conclusion, she advised the operators not to wait for their competitors to start promotions, "Even if they have," she encouraged the audience "don't despair, there is a lot you can do; be creative; do things differently than they do. But remember, you must promote!"



The colourful scene at Olympia as the 1986 ATEI got under way.

New System For Taxis To Take Your Credit Card Boosts Fairs

Automotive News, October 14, 1985
965 East Jefferson Ave., Detroit, MI 48207, USA

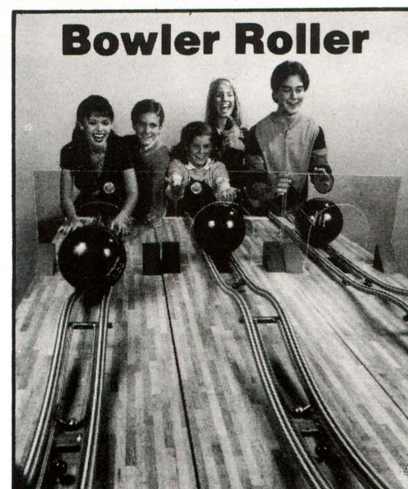
Middle East Electronics (MEE), of Holon, has developed a meter for taxis that is capable of registering a credit-card number based on the fact that the option of using a credit card to pay taxi fares can boost taxi receipts, a new system has been developed.

MEE's manager Shmuel Derby says, the main problem in developing the meter was weeding out stolen or expired credit cards.

This method revolves around a computer in the taxi dispatcher's office and the computer is connected on-line to the credit card company's offices.

When the driver puts the credit card into the reader slot, the information on it is automatically fed into the computer in the dispatcher's office. In 30 seconds, a signal indicates whether the card has been accepted or rejected.

If the credit card is legit, a replaceable unit in the meter (similar to a counter unit in a postage meter) records the data. The taxi company turns the unit in to the credit card company to receive reimbursement.



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In Convenience Stores Amusement Game Industry Holds Promise Of Success In The Future



Editorial In Convenience Store News
By Sharon Harris
Public Relations Coordinator
Stan Harris & Co., Inc.

To operate or not to operate amusement games, that has been the recurring question.

In the past several years, the c-store amusement game experience has run the full gamut — from no machines, to company-owned, to local vendor-serviced machines. Revenues have risen and fallen.

Stan Harris Co. currently is the authorized vendor for more than 200 7-Elevens, 50 Cumberland Farms, and two Stop and Go stores.

Make no mistake: Conditions and sales are different from what they were three to five years ago. But if perceived properly, there are definite advantages to circumstances now.

Why? Because many operators who viewed the great demand of the late 1970s as a way to "get rich quick" have left the business."

What is left is a significant group of operators in this country who are sincerely committed to the amusement game industry. And, those committed operators can help c-stores run viable and profitable game programs.

Heavy Players Cited

For anyone who wonders whether there is still any real

money to be made from amusement games, consider this:

— In 1984, the total coin drop in video games was higher than either the motion picture or recording segment of the entertainment industry.

Nationwide, roughly over-13 players are "heavy" players (at once a week), with an additional 5 million under-13 players.

Games provide a leisurely, relatively inexpensive form of recreation that fits the convenience store industry. C-stores, really, are the modern answer to the corner variety/general store of yesterday.

Games can also help draw people in, and can also stimulate other sales.

Recent Gallup Organization surveys in *Convenience Store News* showed that 75 percent of all youngsters, 10-17, and more than 50 percent of all adults shop in c-stores at least once a week. It stands to reason that many of these customers are "heavy" players.

For the square footage used by the games, the return on investment value is great.

Cumberland Farms, Canton, recognizes this. Until recently, it owned and operated the equipment in most of its almost 1,200 stores.

After selling off the used games, the company began to search for vendors in each region to assume operations.

According to Ken Wood, sales administrator of the amusement game program, "Cumberland Farms had a program that changed as time went on. We had to respond to the needs of a localized market that we could no longer meet as a large company."

Top management, he said, now believes that it will "achieve a higher gross margin through an operator-assisted program which will allow them to reduce their equipment expenditures.

"This type of program will provide needed local marketing emphasis and the required local support."

Choosing A Vendor

In choosing a quality vendor, Don Obrzut, amusement game buyer for The Southland Corp.'s Mid Atlantic 7-Eleven stores, views the following as essential elements:

- An established reputation and financial stability;
- An effective communications network between company and vendor; a capable service department;
- And professionalism in business activities.

In short, a co-operative partnership is vital to the success of the program. Good vendors can place the best equipment and provide the best service possible and still face disheartening collections.

Games are one of the higher gross profit items in the stores. Thus, they should be merchandised like any other product.

Make sure the game area is clean and well-lit. In-store contests and promotions can attract a larger player base by spotlighting specific video games and pinball machines.

Once the players are in the store, conditions should be conducive to keeping them for a while. Clerks should supply change and treat them with a friendly attitude.

Although most good operators have taken away precautions like padlocks and lockbars, security remains critical in achieving maximum sales. Discipline must be consistent to eliminate possible vandalism and/or unruly behavior.

As for service, the service man can only react as quickly as he is informed of malfunctioning equipment.

Store employees are the eyes and ears of the vendor, and prompt service requests mean prompt service calls.

Also, the supplier needs a key individual at the c-store's

upper management level with whom to get in touch. Ideally, this person should have a basic background knowledge of amusement games.

After selecting an amusement game supplier, c-store executives must trust in his/her proficiency and discretion. That is why they originally chose the vendor. — CSN

Quality Game Operator Must:

- Establish a reputation for honesty and integrity. Couple it with the financial stability to buy and rotate equipment as the need arises through corporate expansion.

- Maintain an effective communications network between the company and the vendor, by holding periodic meetings. Report regularly to the retailer with information up-dates on game industry trends (i.e., vendor newsletters).

- Set up a capable service department that can respond quickly and that can skillfully handle maintenance problems so as to avoid repeat calls. A machine's "down time" translates into lost profits.

- Employ professionalism in conducting business. Have an awareness of machine licensing and taxing; attend municipal hearings when topical; and affiliate with industry trade organizations.

New Kel-Chad Shuffleboard Concept Takes 58% Less Floor Space Than Conventional Shuffle



"BANK SHUFFLEBOARD™ is the new and unique shuffleboard concept which requires only 38 sq. ft. of play area. That's 58% less floor space than required by conventional shuffleboard." . . . says Fred Kelley

Enter, **"BANK SHUFFLEBOARD"**, a new and exciting game for all age groups. It possesses all the necessary criteria a good game should. It is fun to play, easy to play, and looks good! Most important it "will make you money".

"BANK SHUFFLEBOARD", requiring only 38 sq. ft. of floor space, can be found on college campuses, arcades, churches, schools, and local taverns. WE have taken great time and care to incorporate many new and innovative features making **"BANK SHUFFLEBOARD"**, low maintenance and high profit.

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Flexible pricing on the tokens — a 30 minute session is usually \$5.00-\$8.00. Possible 40/60 split with locations. This is the biggest hit since the jukebox.

THE CORONA 3000 features a whole new concept in simplicity, reliability and performance, and has a manual clamshell design with 2 heavy duty gas dampers for the top unit, with a non-conductive fiberlaminated framework that means no shock-hazards.

THE CORONA 3000 has a wide, flat bottom arrange-

ment, that has proven to be superior in comfort and will give you a tan even underneath your arms.

The sturdy leg construction of solid steel and is very easy to assemble in less than 10 minutes.

THE CORONA has 30 efficient UVA-lamps, 16 in the top and 14 in the bottom, that give you the ultimate tan without tampering with safety. UVA-output 14-16 mW/cm² with a ratio of UVB to UVA of less than 0,5%.

This unit comes complete with a built in adjustable tokentimer and an hourmeter for a 100% accurate cash control.

The 7 silent German-made fans that assures you of a cool and enjoyable tan.

Easy To Service

Lamps and starters, can be replaced in a few minutes without any tools. By taking off a protective cover (a few screws) you can reach all the other components, like fans, ballasts, contactor and timer for fast replacement.

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603-882-4412

Tanning Beds Offer Laundromats "Two Businesses Under One Roof"

Kwik Wash Laundries Inc. is creating excellent added profits by installing tanning beds as a wash-and-dry diversion.

"We are adding the beds for very pragmatic reasons that boil down, basically, to generating profits out of unutilized space," says Stanley Scott, vice president of operations. "Most of our laundromats have unused space that can be converted into money-making square footage and tanning beds are an amenity that will attract new customers who can acquire a year-round tan while they do their laundry year-round," he adds.

"Right now, most people spend an hour at our laundromats and just read a book or stare at their clothes spinning. This will give them something exciting to do."

Kwik Wash plans to install an average of two to three beds in each laundromat, with 60% of its locations designated as tanning bed sites. Ten outlets are already

offering tanning beds services at an average charge of \$6 per 30-minute session.

The laundromats — nearly half of which are open 24 hours a day, the others from 7 a.m. to midnight — will have a separate enclosed, carpeted room for each bed to insure privacy and comfort while tanning. "We will create a complete, secure environment and we expect revenues to more than offset what we consider a very small investment," says Scott, adding that his laundromat won't incur any extra payroll or real estate costs. An attendant, already on duty at all the proposed sites, and an appointment book system will regulate bed usage.

Commenting on the benefits to tanning bed users, Scott says, "I had a totally relaxing, almost transcendental experience when I used one. The bed is like a warm incubator. When you emerge, you feel you can cope with anything."

“Image”

An Eternal Problem For Coin Machine Industries

... A Good Image Is A Fragile Thing

To Be Guarded And Protected — Always!!

Whenever discussion revolves around coin machines of virtually any kind one word always seems to come up in Industry and Association meetings: it is “Image”. It doesn’t matter whether it’s in the U.S., in Canada, Great Britain or, any of European countries Venders, Music, Games and Amusements operators or gambling equipment operators all seem to be constantly concerned over their “Image” with the public.

“Image” crops up yearly or even monthly... This being so, why are coin machine industries so concerned about how they appear to other people? Obviously, because it can help or hamper their businesses, just as other businesses are affected by their reputations. As an example of international industry concern “Image” was one of the key worries of Sonia Meaden in her report as Chairperson of the British Amusement Catering Trades Association which covers Music, Games and Amusements in the U.K.

To probe into this question of “Image” is to soon reveal that wherever it comes up in whatever the part of the world there is a great deal of commonality. The causes of worry over coin machine industry “Image” are remarkably similar in a great variety of very widely scattered countries and cultures.

Basically, people realize that as far as Music, Games and Amusements are concerned, it’s a “kid” business. And since a majority of players are young and very young people, all influences on them are subject to very close scrutiny by a large number of people and public bodies, of various sorts.

Youth and its foibles and activities are always in the public eye and in the news and so, anything which contributes or is suspected of contributing to what young people get up to is apt to be made a scapegoat. Video Arcades

were and are especially prone to bad publicity because they are attractive to the young and attract them in large numbers in a small area.

Because our present liberal laws give everyone almost unlimited rights it’s impossible to keep possible undesirable elements out of public places. It is therefore inevitable that some so-called “undesirable elements” get into Arcades as they do other places, wherever young people congregate. As a result, some Arcades have been accused by police and others as haunts of drug pushers.

Some Arcades have also taken in large sums of money from very young people without questioning where it came from. This has given rise to parents and police claiming that play money had been stolen from home or elsewhere.

School teachers, principals and board members have claimed that kids skipped school to play videos in Arcades and some other locations... of course they skip school for many other reasons also...

Videos have been accused of being addictive and “wasting” too much time of children and teenagers who could have put it to better use. All these things have, at a time when videos themselves have been in the public eye extremely newsworthy. This has been amplified by remarks and actions of numbers of American communities, particularly one Ronnie Lamm. And court actions in the U.S. and City and Group anti-Arcade actions in the U.K. and the Continent of Europe and “anti-bodies”.

Contributing to bad coin machine publicity have been such factors as dirty, tatty premises, equipment and employees. And, these have been noted in respect of vending machines as well as Juke Boxes Games and Amuse-

With The “



System”

You Can Update Machines At Low Cost

Status Game Corporation introduces their new interchangeable video system. By utilizing their one board “Status System”™, an operator may convert any of their existing or upcoming new games simply by purchasing a satellite board at a very low cost. This conversion can actually take place on location in 5 to 10 minutes.

The purchase of a **Status System update** gives the operator all the necessary equipment to give his game a completely brand-new look, stimulating the player appeal on location. This is especially appealing to the operator because they now have a brand-new money making game at a fraction of the cost of a dedicated game or universal kit.

Games presently available for the Status System are:

- TRIV-QUIZ I, II, III, IV,
- SPECIAL EDITION,
- SPORTS and
- SEX,
- FUN CASINO.

Two brand-new games for the system were premiered at the October AMOA Show in Chicago. Popularity of Status’ adult oriented games have grown greatly.

The combination of their solid money making games are proving to be a winner for today’s operators.

For more information on the Status System, contact their sales department at (203) 666-1960.

Other Games Can Be Converted To Hangman

Hangman is a new game available for the **Status System™ library**. Other Status games can be converted to

Hangman simply by replacing their old satellite board with the new board featuring an expanded **256K** memory capacity. This is a quick, low cost conversion to the operator.

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As always, Hangman is also available as a dedicated countertop, up-right, or cocktail game, as well as a universal kit for any vertical or horizontal game on the street.

For more information on **Hangman** as well as other games in the Status System™ library, contact their Sales Dept. at Status Game Corp. (203) 666-1960.



A Few "Bad Apples" Can Tarnish Our Industry

ments. In the case of the former, the public view formed is one of squalid places run by equally squalorous people.

Of course, these impressions will be reinforced if route people or attendants are scruffy, surly and non-accommodating of customers.

Vending has potential problems with sanitation, not only of products vended but of vendors and their surroundings. Vending has attracted to itself very adverse publicity because many of its customers have been children and teenagers. Anything about vending which has to do with very young people can easily become very contentious. This, vending shares in common with Music, Games and Amusements.

Vending operators have attracted unto themselves the ire of parents, school teachers and dentists, doctors and nutritionalists for selling mainly "junk foods" with high sugar and salt contents, soft drinks, snacks, in particular, whilst at the same time not offering dairy products, fruit juices and fruit and nutritious baked and solid foods. Canadian venders recognized this after being subjected to much bad publicity in the news media and they took action to correct matters and offer more nutritious foods and drinks, particularly in schools, despite their being less profitable to vend. However, a degree of suspicion still remains.

These are matters which are international in nature and not confined to any particular area or country nor to any one operating company or product supplier. There is indeed much commonality in coin machine publicity problems where ever they may be located.

Coin machine "Image" conceptions and problems generally involve the following — their impact upon children and teenagers, the state of the equipment used and that of the premises wherein it is placed, the state and at-

titudes of people servicing and attending venders, Juke Boxes, Games, and Amusements, the appearance and behaviour of owners and operators of them, the nature of the products and services dispensed by coin machines.

Any, or all of these, can be taken up to cause trouble and loss of business or, new restrictive legislation or regulations. They can also be used by police, school authorities or employees, parents, religious organizations, medical, dental, nutritional groups . . . and above all, government or community politicians when the latter want a "cause" to gain personal publicity.

It then becomes pretty obvious what has to be done in order to deter attention and action by all these and other potential detractors of coin machines: that is, simply avoid doing anything which could give rise to bad publicity originating with any of the above groups or, people.

Industry officials and "thinking" coin machine operators everywhere are very self-conscious of publicity, good or bad. Unfortunately, this awareness is not held by all and there's always the possibility that some individual for his, or her, reasons, will cut corners or take chances. When this occurs and becomes public knowledge a whole industry bears the brunt of bad publicity and a poor collective "Image" which no one wants, especially those not responsible for it.

The unfortunate truth of the matter is that coin machine industry "Image" is a pretty fragile thing at best. And, there's always the possibility that it may be damaged at any time from any one of a number of widespread sources. Eternal vigilance and care is essential; it's easy to get bad publicity, much harder to put it right and establish and maintain a favourable "Image".

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Valley Announces "Operator Designed" Coin Pool Table



Introduced at the **ACME** Exposition, a new coin-operated pool table from **Valley** is the table "operators helped design," says **Alan Schafer**, Vice President of Marketing for **Valley**. The table is called the **COUGAR ZD-4** for its **Zero Defects** engineering and for the **four straight** AMOA "**Most Popular Pool Table**" Awards the Cougar has won — in 1982, 1983, 1984, and 1985, every year the Award has been given.

"To begin with, we think this new **COUGAR ZD-4** is the quality table distributors and operators have been looking for," continued Schafer. A table they can count on to stay in play, with an absolute minimum of downtime for servicing. We went beyond just designing a new table. . . we engineered our manufacturing procedures so that we could select, test and assemble to the most rigid inspection standards possible. "We're convinced the **COUGAR ZD-4** is the most trouble-free coin operated pool table the industry has ever seen," he emphasized.

50¢ To \$1. Play

Several new features of the **COUGAR ZD-4** are especially important. The coin chute housing has been redesigned to make servicing easier, less costly and with minimum down-time. The new cabinet is all plywood, 3/4", solid core. The compression spring counter arm has been strengthened to assure accurate counting over a longer period.

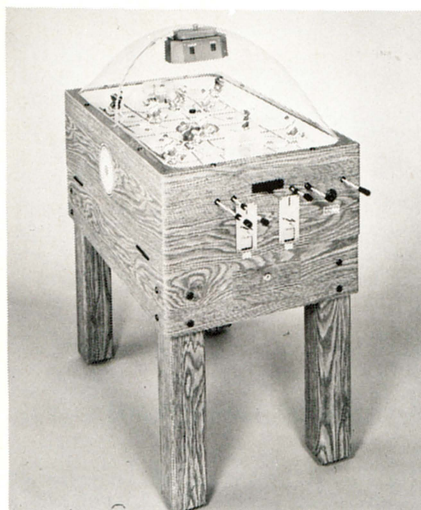
A durable high-pressure laminate, 45/1,000" thick, covers sides and top rails. In an attractive Classic Mahogany pattern, this laminate resists stains, scuffs, and burns. Finally, the operator has the option of adjusting the standard 50¢ play up to \$1.00, with a new "state-of-the-art" heavy-duty coin mechanism that withstands player abuse.

All of these improvements have been added to the quality "**Tavern-Tested**" features that made the **Cougar** name the industry standard — "Cat's Eye" 2-1/4" cue ball, reliable ball separator, one-piece ball return, hardwood rails, genuine imported Italian slate, slate support system, reinforced fiberglass legs, and many others. The **COUGAR ZD-4** is available in the standard sizes — 85", 88", 93" and 101".

"The industry is going to ask us why we took a chance with our success. . . why we moved on from the **Cougar Cheyenne** when it was so popular," Schafer went on. The **Cougar Cheyenne** was — and is — a quality table, the standard of the industry, but **Valley** has always been the pool table manufacturer that 'listens'. Operators had some excellent suggestions for table improvements and we did something about it! "We will continue to focus on the needs of operators, after all, that's what **put** us first and what will **keep** us there!", Schafer concluded.

Compact \$795 Ice Hockey Machine Introduced By Entertainment Enterprises

...Get Your Single Locations Into This Game!



...Get Your Single Locations Into This Game!

A new \$795 coin-operated ice hockey machine compact enough for single locations as well as arcades is now available from **Entertainment Enterprises Ltd.** The announcement was made by EE President, **Jed Forman.**

Known as **Tournament Ice Hockey**, the 2-or-4-player unit offers realistic action, revolutionary flexible rods for maximum player control, play-stimulating sound effects, electronic scoring, durable construction and a handsome

oak finish that enhances any decor.

"And since it's from EE", noted Mr. Forman, "the machine is available for immediate shipment. Not only that, but we're offering volume discounts, to make our economical unit even more economical."

Additional information on the compact new low-cost Tournament Hockey Game can be obtained by contacting: Entertainment Enterprises Ltd., 25 Hutcheson Place, Lynbrook, NY 11563, (516) 593-5050. Or TOLL FREE (800) 645-2162 (Outside NY).

Tiffany Table Talk Phone System

"Tiffany To Service Canadian Market"

David B. Olmsted of Tiffany Telecommunications Company, Inc. has announced that they have moved its North Dakota service center to 306 Main Street in Bowman, ND. The new facility will also handle final assembly and testing of its G.T.E. and HT series pay phone.

The enlargement to Tiffany's Bowman facility is to speed delivery of pay phones to Tiffany's northern distributors and to also handle the large inquiries of Canadian firms who are now getting involved in the pay phone industry.

Tiffany is now shipping its cordless pay phone, "**The Table Talk System**" from Bowman, also... This is a unique non-coin pay phone.

"During the past two months we have received a lot of calls about pay phones from Canada and by having products available to ship from North Dakota, we can better service the Canadian vendor," stated Mr. Olmsted.

For further information, Tiffany can be contacted at 701-523-5633.



Shattered Dreams

Not long ago, John had his sights on finishing high school and going on to study engineering in university. As a backyard mechanic he was also pretty gifted in working with his hands. Most of that changed the day he took a curve too quickly on his motorcycle and broke his neck when he fell off.

Each year, a careless moment turns an everyday

activity into a nightmare for thousands of Canadians like John. Many will never walk again, their lives forever altered. Almost as tragic as the physical and emotional trauma, is the knowledge that most spinal cord injuries could have been prevented.

As a quadriplegic, John's learning to cope with his paralysis and the changes it brought about in his life. The spinal cord injury he

sustained is like that suffered by a growing number of young people... Too many young people. The Canadian Paraplegic Association says, whether you're at home, at work, on the road, or participating in your favourite recreational activity... A spinal cord injury happens in an instant but lasts a lifetime.

**DON'T LET A CARELESS MOMENT
SHATTER YOUR DREAMS.**

CANADIAN PARAPLEGIC ASSOCIATION



...Join & Support The Only Organization Fighting For Your Right To Carry On Your Business Amusement Association of Ontario

Isn't it time all Ontario Operators and Distributors joined the Amusement Association of Ontario and gave it the support it truly deserves?

The industry needs a strong single voice and legal knowledge to fight the growing restrictions politicians and councils at all levels are trying to put into law.

Every one of you is affected. Do your share. Carry a bit of the big load. Don't be a hitchhiker and freeloader. Join up!

Amusement Association of Ontario

Unit #12 — 330 Gage Ave., — Kitchener, Ont. N2M 5C6

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Membership Application

I (We) hereby apply for membership in the Ontario Amusement Association.

(Company Name) _____

(Address) _____ (Telephone) _____

Classification: 1) Manufacturer
2) Distributor 3) Operator
4) Arcade 5) Location

Name(s) and Address(es) of Owners(s): 1) _____

Membership Fee of \$350.00
must accompany this application.

Membership Fee Enclosed
_____ Yes _____ No.

Membership Renewal \$250.00

Signed: _____
(Date) _____ (Company Name)
Per _____

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National 8-Ball
Individual Tournament
Ft. Worth, Texas, 1984, 1985
- MILLER LITE BEER
WORLD SERIES OF
TAVERN POOL
Las Vegas, Nevada, 1982, 1983,
1984, 1985
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